Ross Reports

ON TELEVISION PROGRAMMING

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SUPPLEMENT E

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THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(12) - NBC(Ch4) 4-4:30pm; DEBUT - Today With Mrs. Roosevelt; from WNBT to E&MW Nets; interview program originating from Hotel Park Sheraton, with Mrs. Franklin D. Roosevelt as hostess to dignitaries who discuss topical question; First topic & guests: "Atomic Energy & The H-Bomb" - David Lilienthal, Senator Brian McMahon, Dr. J. Robert Oppenheimer & others, also specially produced film on atomic energy with Professor Albert Einstein; MC - Ben Grauer; Packagers - Elliott Roosevelt & Martin Jones.

Mon(13) - WOR(Ch9) 9-10pm; also 10-10:45pm Tues; HIGHLIGHT - Westminster Kennel Club Dog Show; on WOR-TV local; Edward Everett Horton presides over highlights of 74th annual show from Madison Square Garden; Sponsor - National Biscuit Company for Milk Bone Dog Biscuits; Agency - McCann-Erickson; Director - Roy Meredith, WOR.

DuM(Ch5) 11-11:15pm daily (following Sports Remotes); DEBUT - Horse Races from Hialeah; films of the day's first five races, plus feature race of day before; also interviews with sports celebrities by Bill Corum; Packager - KCR Prodns; Narrator - Clem McCarthy; program will run during 3-week Hialeah season.

Tue(14) - CBS(Ch2) 8-9pm; DEBUT - Command Post; from WCBS-TV to 10 Sta E&MW Nets; program, under sponsorship of US Army, uses Signal Corps Films & live sequences to teach Army tactics & combat methods to Army Reserve members who will view program from Reserve Corps meetings in various cities. Coordinating Producer-Giles O'Connor; Director - Sean Dillon.

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THIS ISSUE

NEXT WEEK - Our February Monthly Issue - Complete breakdowns of every program.....also an Index of all features carried during the past year.

The change in our heading (above) is occasioned by our move to new offices. We point with pride to completion of our first year of operation....and to our launching of two similar services - one on TV Commercials; one on TV Talent Availabilities - soon.

Tue(14) - ABC(Ch7) 7-7:15pm; DEBUT - Carolyn Gilbert Show; kinesc of WENR-TV show from Chicago to E&MW Nets; songs by Miss Gilbert, comedy skits by Don Tennant; Producer-Writer - Les Winrott, WENR; Director-Dick Locke, WENR.

Wed(15) - NBC(Ch4) 11-11:30pm; DEBUT - Harry Hershfield's Talent Search; (first announced as "Battle of the Boroughs") debuts on WNBT local; amateur talent chosen from contests at local RKO theaters in competition for prize of one week's engagement at the Palace; with MC Harry Hershfield; Sponsors - Bruno-NY Inc & Vim Electric; Agency - Arnold Cohan; Producer - Kermit Schafer; Director - Doug Rodgers, NBC.

ABC(Ch7) 2-4pm; CHANGE - Market Melodies; on WJZ-TV local; 3:30-3:45pm segment on Wed & Fri will feature American Red Cross 13-week course for mothers & expectant mothers; time donated by Nurserytime Products; Agency - Adair & Director; Supervisor - Murray Director; Director - Court Steen, ABC.

Thu(16) - CBS(Ch2) 9:30-9:45pm; DEBUT - Glamour Go-Round; from WCBS-TV to E&MW Nets; Ilka Chase in an interview show with Billy Nalle, pianist & guests; first guests: Louise Allbritton, Arthur Schwartz & Abe Burrows; Sponsor - Harriet Hubbard Ayer; Agency - Federal; Supervisor - Francis Barton, Federal; Packager - Teleshows; Director - Robert Mayberry of Teleshows.

Fri(17) - ABC(Ch7) 7-7:15pm; RETURN - Dr. Fix-Um; kinesc of WENR-TV show; from Chicago to E&MW Nets; household hints by Art Younquist; Prod-Dir-Writer - Ed Skotch, WENR.

NBC(Ch4) 11-11:30pm; DEBUT - Mystery Is My Hobby; on WNBT local; dramatic series; on film; kinesc at KNBH H'wood; stars Glenn Langan; Sponsor - Pioneer Scientific Corp. for Polaroid TV Filters (13 weeks); Agency - Cayton.

PIX(Ch11) 9:15pm to closing; DEBUT - College Basketball; on WPIX local; series of four college games from 69th Regiment Armory; first game: Fordham vs. St. Johns; other games: Feb. 18, 25, Mar. 4 at 2:45pm; with commentators Stan Lomax & Clair Bee; Sponsors - Bedford TV Stores & Bruno-New York; Agency - Arnold Cohan.

Sat(18) - CBS(Ch2) 9:30-10pm; DEPARTURE - Winner Take All; from WCBS-TV; NY Chevrolet Dealers through Campbell-Ewald are giving up show to facilitate network airing with a network sponsor.

LAST WEEK'S TIME CHANGES

CBS -- 54th St Revue now 8-9pm alt Saturdays; In The First Person now 7:15-7:30pm Sat.

NBC -- Who Said That now 10:30-11pm Mondays.

PIX -- Shamrock Time now 7:45-8pm Tues; Guggenheim now 7:30-8pm Thu; Voice of the People now 8-9pm Thursdays.

THIS WEEK'S DEPARTURE

ABC -- Wendy Barrie Show departs Thursday February 16 (starts on NBC February 21).

LAST WEEK'S ARRIVALS

CBS -- You Are An Artist debuted on WCBS-TV local; 11:15-11:30pm Mondays; (formerly on WNBT); aired to net 15 minutes earlier--both telecasts live; Sponsor - Doubleday; Agency - Huber Hoge & Sons; Supervisor - Jack Munhall of Hoge.

Stage Door debuted from WCBS-TV to E&MW Nets; 9-9:30pm Tuesdays; sustaining; Packager-Producer - Carol Irwin; Director - Ralph Nelson, CBS.

John Reed King Show debuted on WCBS-TV local; 7:30-8pm Saturdays; (had been on WOR-TV local); Sponsor - Flagstaff Foods; Agency - Weiss & Geller.

PIX -- Jimmy Jemail debuted on WPIX local; 7:30-7:45pm Tuesdays; sustaining; interview program with sports personalities, from Eastern Parkway Arena.

FUTURES

Feb 20 -- Menasha Skulnik debuts from WNBT to E&MW Nets; 9:30-10pm; one time only; situation comedy with star of the Yiddish Theater.

Feb 25 -- Variety Show from WNBT & WNBQ Chicago to 21 Sta E&MW Nets; 8-10:30pm Saturdays; United Fruit Company will be one of the sponsors; Agency - BBD&O.

Mar 2 -- Blind Date (previously announced to return Mar. 16) returns from WJZ-TV to 30 Sta E&MW Nets; 9-9:30pm Thursdays; Arlene Francis with male guests who vie for dates with models; Sponsor - Esquire Boot Polish; Agency-Emil Mogul; Supervisor - Rae Elbroch, at Mogul; Packager-Producer - Bernard Schubert; Director - Fred Carr, ABC.

PUBLISHER'S NOTES

I've been wanting to institute a more personal feature into these reports for some time now. Of course, our primary purpose has been to compile programming data and record it for you. As such, we have tried to be as objective and impersonal as possible. And we have not tried to compete with the trade press for news scoops or explosive stories, but we have preferred to credit the trade press for supplying a part of the information we bring you.

We have also tried to develop exclusive features that cannot be found in any trade publication -- and have ignored many features which are adequately brought to you by trade publications. To illustrate: we carry no record of personnel changes (although we list personnel in complete form frequently); also, we have no chatter or gossip section.....On the other hand, our Program Production Reviews are unique, as is our Talent Showsheet, our recording of Arrivals, Departures and Futures, and our Cost Surveys, Commercials Studies and Film Analyses.

There are many happenings and trends, however, which we cannot treat in our formal manner.....mentions of nice things like the way in which Actors' Studio has grown into an hour production (and we plan to profile that program and production problems occasioned by the longer time, soon), and other themes that strike our fancy. Perhaps, you have some questions that we can act as a sounding board for...or an idea that we can develop for you.

At any rate, I'm going to reserve this space for off the cuff comment..... not opinionated, but informal as contrasted with the organized format that you have become accustomed to.

Cordially,

W.A.R.

Guests on TV — Permanent Cast Carried in Monthly Breakdown — Feb 11-Feb 18 1950

PROGRAM	NET	TIME	GUESTS
			SATURDAY, FEBRUARY 11
Cavalcade of Stars	DuM	9-10pm	Jane Pickens; Buck & Bubbles; Hamilton Dancers; The Great Barton, acrobat.
Ed Wynn Show	CBS	9-9:30pm	Ann Sheridan; Robert Clary, singer.
Hollywood Screen Test	ABC	7:30-8pm	Mady Christians, lead; Walter Brooke, test actor; Virginia McMahon, test actress; Don Brown, test vocalist.
Jerome Hines Show	WOR	6:15-6:30pm	Marilyn Cotlow, soprano.
Twenty Questions	WOR	8-8:30pm	Dr. Rosewell Ham, pres. Mt. Holyoke Coll.
			SUNDAY, FEBRUARY 12
Celebrity Time	ABC	10-10:30pm	Kyle MacDonnell, Max Rosenbloom, Max Baer.
Colgate Theater	NBC	8:30-9pm	The Brave & Early Fallen by Wm. Kendall Clarke; with Royal Dano, Muriel Kirkland, Butch Cavell, Jonathan Marlowe, John Drew Devereaux & Lulu King.
Goodyear-Whiteman Revue	ABC	7-7:30pm	Mimi Benzell & Earl Wrightson.
Leave It To The Girls	NBC	8:30-9pm	Edw.Ev.Horton, Kathi Norris, Lenore Aubert.
Philco Playhouse	NBC	9-10pm	Ann Rutledge by Norman Corwin; adapted by Joseph Liss; with Stephen Courtleigh, Wm. Adams, Grace Kelly, John McQuade, Jack Warden, James Gannon & Edna Courtleigh.
Say It With Acting	NBC	6:30-7pm	Alive & Kicking vs. Member of Wedding.
Supper Club	NBC	8-8:30pm	Ilene Woods, singer; Donald Duck.
This Is Show Business	CBS	7:30-8pm	June Havoc, guest panelist; Frances Langford; Connie Sawyer; Bert Lahr.
Toast of the Town	CBS	8-9pm	Vaughn Monroe; Ziggie Talent, singer; Dewey Markham, comedian; Phil Jones Dance Group; Vic & Addio, acrobatic team.
			MONDAY, FEBRUARY 13
Chevrolet Tele-Theater	NBC	8-8:30pm	The Hoosier Schoolmaster by Edward Eggleston; adapted by Eleanor Tarshis; with Wesley Addy, Emily Barnes, Forrest Tucker & Jack Hartley.
Faye Emerson Show	CBS	11-11:15pm	Lee Tracy; Georgia Gibbs.

Guests on TV — Permanent Cast Carried in Monthly Breakdown — Feb 11-18 1950

PROGRAM	NET	TIME	GUESTS
			MONDAY, FEBRUARY 13
Godfrey Talent Scouts	CBS	8:30-9pm	Florian Zabach, violinist; Wally Kibbler, Anna Mazzolini & Trudy Richards, singers.
Lights Out	NBC	9-9:30pm	The Invisible Staircase by Reginald Denham & Mary Orr; with Clarence & Elfreda Derwent, John Griggs, Sarah Burton.
Mohawk Showroom	NBC	7:30-7:45pm	The Notables, comedy singers.
Lucky Strike Theater	NBC	9:30-10:30pm	Kitty Foyle by Christopher Morley; adapted by Robert Cenedella; with Jane Wyatt, Peter Cookson, Richard Derr, Joseph T. McInerney, Joyce Gordon, Ruth Saville.
OKay Mother	DuM	1-1:30pm	Ma Perkins.
Silver Theater	CBS	8-8:30pm	Gaudy Lady by Katherine Brush; adapted by Elihu Winer; with Glenda Farrell, James Daly, Conrad Janis, Robert Emhart, Peter Fernandez, Lloyd Richards.
Studio One	CBS	10-11pm	Flowers From A Stranger by Dorothee Caruso; adapted by Worthington Miner; with Felicia Montealegre, Yul Brynner, Robt. Duke, Phil Arthur, Kathryn Grill, Lois Nettleton, Joseph Boland, Ethel Everett.
Vanity Fair	CBS	4:30-5pm	Walter E. Blum, designer; Mrs. Edward G. Robinson.
Voice of Firestone	NBC	8:30-9pm	Eleanor Steber.
Who Said That	NBC	10:30-11pm	John Cameron Swayze substitutes for Bob Trout; Oscar Levant, Mary Margaret McBride, Howard Lindsay, Russell Crouse.
			TUESDAY, FEBRUARY 14
Cavalcade of Bands	DuM	9-10pm	Charlie Spivak & Orchestra.
Eloise Salutes the Stars	DuM	7:30-7:45pm	Robert Sylvester, columnist; David Mack & Jerry Livingston, composers.
OKay Mother	DuM	1-1:30pm	Mrs. Jan August.
Opera Concert	WOR	8-8:30pm	Ann Bollinger, soprano; Lubomir Vichegonov, bass.
Suspense	CBS	9:30-10pm	The Suicide Club by Robert Louis Stevenson; adapted by Reginald Denham & Mary Orr; with Donald Buka, Francis Compton, Ralph Clanton, Ralph Bell, Dick Fraser.

Guests on TV Permanent Cast Carried in Monthly Breakdown Feb 11-18 1950

PROGRAM	NET	TIME	GUESTS
		TUESDAY, FEBRUARY 14	
Texaco Star Theater	NBC	8-9pm	Gracie Fields; The Juvelys, novelty act; Slate Bros., dancers; Joe Howard, comic.
Vanity Fair	CBS	4:30-5pm	John Chapman; Suzanne Godart, designer.
		WEDNESDAY, FEBRUARY 15	
At Home Show	CBS	7:45-8pm	Sandra Deel, singer.
The Clock	NBC	8:30-9pm	Bury Her Deep by Robert Arthur & David Kogan; with Arnold Moss, Alan Bunce, Carole Mathews, Palmer Ward, Frank Baxter.
Dinner At Sardi's	WOR	7:30-8pm	Burl Ives; Juano Hernandez, actor.
Mohawk Showroom	NBC	7:30-7:45pm	Larry Douglas, singer.
Godfrey & Friends	CBS	8-9pm	Eddy Arnold, folk singer.
Kraft Theater	NBC	9-10pm	The Silent Room by Joe Bates Smith; with Tommy Nello, Neva Patterson, Jesse White, Dorothy Storm, Bruno Wick & Gene Fuller.
OKay Mother	DuM	1-1:30pm	Frances Casman, author.
Vanity Fair	CBS	4:30-5pm	Bruce Clerke, beauty editor of "Flair".
		THURSDAY, FEBRUARY 16	
Wendy Barrie Show	ABC	9-9:30pm	Georgia Gibbs.
Inside USA	CBS	8:30-9pm	Jules Munshin, comedian.
OKay Mother	DuM	1-1:30pm	Lois Wheeler, actress.
Vanity Fair	CBS	4:30-5pm	Henry Steeger, publisher of "Argosy"; Mrs. Florence Anderson, of Craft Stud. Leag.
		FRIDAY, FEBRUARY 17	
Actors Studio	CBS	9-10pm	Mr. Mummery's Suspicion by Dorothy Sayers; adapted by Alvin Sapinsley; with George Keane, Ann Shaw, Dennis Hoey, Philippa Bevans, Frieda Altman & E.G. Marshall.
Mohawk Showroom	NBC	7:30-7:45pm	Josh White, his son & daughter.
OK Mother	DuM	1-1:30pm	Mrs. A. Charles, Haitian ambassador's wife.
Vanity Fair	CBS	4:30-5pm	Stefan, designer; Eliz. Lewis, student.

Briefs From The Trade & General Press

LIFTING OF FREEZE IS URGED -- Dr. Allen B. DuMont last week launched a nation-wide press campaign to urge lifting of the 17-month old FCC freeze. In a speech before the Television Institute, which accused Senator Edwin C. Johnson and Commissioner Robert F. Jones of holding back Television's further development via the freeze, he advised that he was sending copies of his speech to newspapers in 89 cities of more than 100,000 population currently without TV service, and the 46 cities having only one or two stations. Meanwhile, Philco vice-president David B. Smith said that the interference problems which led to the FCC freeze order have since been solved, and that it is time for the FCC to remove present restrictions on the growth of the industry. According to Smith, only two-thirds of all the people who should have television are being reached. On Wednesday last, J.R. Poppele, TBA prexy, said that TBA "will do its utmost" to end the freeze. (TV Daily & Today's Adv).

TELEVISION CONFABS -- The Television Institute, held last Monday and Tuesday, brought out representatives from all branches of the industry. Topics ranged from "Low Budget TV Results" to "TV Departments for Small & Medium Sized Agencies" and "Are Networks Delivering the Goods?" Wednesday's Television Broadcasters Association clinic brought out approximately 300 TV broadcasters, agency representatives and others, with Milton Berle guest speaker at a luncheon meeting. A resolution was passed against the proposed impostion of a 10 per cent manufacturers' excise tax on TV receivers. TBA's board of directors said that the proposed tax was "unwarranted and would be injurious to the sale of television receivers and would seriously retard the progress of the television industry." (Today's Advertising & NY Times).

FORECAST OF TV SET INSTALLATIONS -- NBC's Research Department, in its latest quarterly forecast, estimates 3,800,000 sets installed in the country as of January 1,1950. This is expected to increase to 5,115,000 by July 1 of this year, and 7,100,000 by January 1, 1951. New York City is expected to have a total of 1,640,000 sets by that date.

TV CAPTURES 40.9% OF NEW YORK AIR AUDIENCE -- C.E. Hooper, in a Television Institute talk, compared radio-television trends during the past year. In January-February 1949, he said, radio had 82.0% of the New York audience, and TV had 19.7%. In November-December 1949, radio had 59.2% of the audience and TV 40.9%. There is every indication, according to many television researchers, that TV will pass radio in New York early this year. Although not mentioned by name, WNBT and WCBS-TV run very close in their shares of the total audience, having, according to Hooper, 11.7% and 11.6% respectively in the November-December report. (Today's Advertising).

TV CUTS DEEPLY INTO MOVIES, D.C. SURVEY REVEALS -- According to a survey made in Washington, D.C., on behalf of a number of theater owners, adult members of television set owner families have cut their attendance at motion pictures by 72%, while younger members of TV-owner families have cut their movie fare by 46%. The survey said that "once living habits are changed by television, they stay changed." Average night time radio listening by television families is down from 3 hours 42 minutes to 24 minutes. Daytime listening is down from 3 hours 26 minutes to 2 hours 54 minutes, the smaller drop being due to the negligible amount of daytime television being broadcast in Washington at present. (NY Times).

WRESTLERS REFUSE TO PERFORM FOR TV ON COAST -- West Coast wrestlers last week banded together in a 30-day ban on telecasting of wrestling matches. They claim that TV is cutting heavily into the gate, of which they draw a percentage. Six television stations in the Los Angeles area carry wrestling, and weekly loss in time sales is estimated at $6,750. (Variety).

MAIL-ORDER TV PAYS OFF

In these days of high budgeted television programs, geared to sell automobiles, beer and cigarettes, the smaller salesman, working with a low budget, spots and participations, is overshadowed. Where the "big" variety or dramatic show can judge its effects by its ratings, the smaller advertiser creates the success stories in day to day sales.

Current techniques, some of which have been borrowed from radio, point up the sales impact registered by television. Because it has been termed the intimate medium, reaching small groups in each home, the television salesman is likened to a personal call at your own front door.

However, more than one agency executive has pointed up the impression that the oft-mentioned "success stories" have been largely in the local, one station markets.

An examination of mail-order and premium promotions on the network level is provocative in that it spells out "success story" in even larger letters, especially when promotions are intelligently keyed to the area and type of audience being reached.

THE DOUBLEDAY PROMOTION

There's healthy logic behind the "sudden splurge" of Doubleday into TV. Actually, the book publisher is an experienced hand at mail order selling of all types. Its agency - Huber Hoge & Son, with 11 years in radio mail order business, has plunged into television and come up with the opinion that TV sells much better and with more of an impact. After four months of their selling for Doubleday & Co, the agency claims they have sold books to 1 out of every 30 people who own a television set. They predict an eventual coverage of 1 out of every 15 set owners. They claim that the home-to-home selling power of television has sold books to people who have never bought them before, at prices from $1 to $6.95.

Just as the "pitchman" sells from a different corner from time to time, so does the mail order business. It requires a flexibility of programming, choosing good time spots with opportunities for quick cancellation. This plan of operation allows for a big volume business with a low financial risk. As a result of the shrewd time buying of Cecil Hoge and his small but versatile staff, books have been sold nationally and locally, via live and kinescope shows, from one end of the country to the other.

Wherever possible, Doubleday and the agency have foregone the long established policy of networks that dictates time be sold on not less than a 13 week basis. The recent television splurge by the automotives, who bought programs for two and three weeks, paved the way for this selective buying of choice time spots. Generally, the agency does not contract for Class A time, unless on a local station, but prefers the Class C time of late evening viewing on the networks and their local outlets, since it cannot hope to compete with high-budgeted programs.

Though the book company has used network facilities, and is presently running a network program, more and more sales concentration is being given to the metropolitan NY area. The agency has found that NY City selling, by and far, has produced the greatest results. The low set ownership in one-station markets has also influenced the move.

In selective purchasing of time spots, Hoge picks top-rated shows on every net, buys the time immediately after, and then sets one of his salesmen to work selling a Doubleday product. They are specialists in their respective fields, whether it be Jon Gnagy for "You Are An Artist," Jacques Fray for "How To Play The Piano," or representatives of Home Repairs, Magic, Home Decoration, Sewing and How To Dance. It is this "how-to-do" show which sells best on television, says the agency. They have developed and are developing a coterie of these salesmen-specialists. Plans call for summer telecasts with experienced instructors for a series of sports books.

Live "pitches" for Doubleday products have also been made on out-of-town stations...Baltimore, Washington, Philadelphia & Chicago, and it is in these towns that mail-order patterns have been determined. From the sales response in one market Doubleday is able to judge possible sales in another. Radio mail-order's fast-talking sales pitch has been changed for a less high-pressure visual "how to" method.... The out-of-town telecast also serves another purpose, as did a recent 30-minute program from Chicago. The time immediately following the "Paul Whiteman Show" was available on the cable from west to east. Gnagy was flown to Chicago, and put on another of his art instruction series, with guests from that city.

Kinescoped versions of the recent NBC series with Gnagy have enabled the company to get the same choice spots on out-of-town stations following Berle, Carter and other top-pulling shows. The present Gnagy series on CBS is telecast to 7 cities live, and the following 15 minutes are used for a live local telecast of the same show, which follows "Faye Emerson."

When a time spot is bought, different programs and products may be shown from week to week. It may be Fray or Gnagy or an interview with Eloise McElhone (on AM for Doubleday). The "testing" on different nets and stations gives Doubleday the advantage of saturation coverage at a relatively low cost. The book company's "salesmen" also appear on the first intermission of "Premiere Theater," the series of top film features shown on WPIX Fridays at 8pm. Here a "show-within-a-show" format is utilized for the sale of the Dollar Book Club subscriptions.

A recent Sunday morning "test" with Gnagy has revealed a fresh selling field, which other advertisers are also discovering. The 15-minute program following "Magic Clown" was slanted to the kids, and has already brought upwards of 3000 requests, in the form of one dollar bills. A Tuesday evening spot, following the "Amateur Hour," brought returns from one out of every 6 viewing homes. Again, on WFIL-TV, Saturday at 10pm, Gnagy drew over 3000 orders at the end of a three program series. Success stories like these are being made every day by Doubleday, who query the results of a recent Washington survey on the effects of television in the home. It showed 33.7 less reading in television homes, but the book company is selling more books than they ever have, and are giving much of the credit to television and the mail-order operation.

SPECIAL FORMAT GIVEAWAYS

"Auction-Aire" is a show in which viewers and a theater audience bid for a variety of handsome prizes with Libby, McNeill & Libby food labels. (Packager-Masterson, Reddy & Nelson; Agency - J.Walter Thompson) Viewers, watching the program for the first time, are startled by the bids which have run as high as 5,000 labels for a car, stove or refrigerator. Enterprising housewives have enlisted the aid of their entire neighborhood in collecting lables. Sales by the case have been made, and one grocer has reported a three fold increase in business. "TV Telephone Game" (Packager-Harry Goodman), with a daytime audience, has given participating sponsors local coverage at a low cost. With no other advertising, Swift announced excellent results for the sale of their peanut butter after 8 weeks of five 30 second announcements per week.

THE TWIN CAVALCADES

The Stanton B. Fisher agency and its Drug Store TV Productions can be credited with developing the rotating spot method of selling in television. The technique stems from the success of his first show,. "Cavalcade Of Stars." Sponsored by Drug Store TV Productions, a group of 18 drug chains, the full-hour variety show advertises four products, each with a one minute film spot. Excellent sales results for these advertisers prompted the drug chains and the manufacturers of their products to demand more of an outlet for their advertising.

Stanton B. Fisher and his staff worked up a program format which could be run as a "twin" to the "Stars" show. On January 17th, the program took to the air as the "Cavalcade Of Bands," with guest name bands each week and four one-minute spots. Three new advertisers made their entrance into television, and began the system of rotating spots.

Eight products share the available spots on "Stars" and "Bands." Each week, the products rotate in position in clockwise fashion. "Stars", which is telecast on Saturday, is accorded the #1 through #4 positions, while "Bands" on Tuesday offers the #5 through #8 berths. Product which holds down number 4 one week will move over to "Bands" in the #5 spot the following week. This gives all advertisers an equal crack at the choice middle spots, and allows for variety in the advertising. The following chart is an example of the method of operation.

1st Week		2nd Week	
STARS	BANDS	STARS	BANDS
#1 - Heed	#5 - Johnson & Johnson	#1 - Fresh	#5 - Yes
#2 - Hudnut	#6 - Serutan	#2 - Heed	#6 - Johnson & John.
#3 - Silver Star	#7 - Listerine	#3 - Hudnut	#7 - Serutan
#4 - Yes Tissues	#8 - Fresh	#4 - Silver Star	#8 - Listerine

Each company has from two to three one-minute film spots which are also alternated weekly. The agency claims that with this new form of spot advertising they are bringing to the advertiser two top variety shows, guaranteeing different audiences on different nights, at a low participation fee.

"Cavalcade Of Stars" has shown that a product can be sold by its very first one-minute spot. Heed, with advertising in no other media, after 5 weeks of participation became the largest selling deoderant in the drug chains, and the demand for the product spread to department stores. Sequel to the story was the introduction of Fresh Soap, whose manufacture was made possible by the excellent sales of Heed.

GIVEAWAYS AND PREMIUMS FOR KIDS

Long heralded as the best write-in audience in any media, the kid shows have held up their reputation in television. Parents have now become accustomed to the 10¢ and 25¢ "touch" by their offspring, not to mention the purchase of products for boxtops and labels.

HOWDY DOODY -- The Three Musketeers Candy Bar through Grant Advertising offered a cardboard Howdy Doody puppet for 1 candy wrapper and 10¢. Two one-minute announcements were made, on consecutive weeks. After the first announcement there were 80,000 requests. The second announcement brought the total up to 240,000 requests. On a straight giveaway, the candy company got 215,000 requests on 7 one minute spots. (Howdy Doody is packaged by Martin Stone).

CAPTAIN VIDEO -- In its second week of sponsorship, this program offered a ring in return for 3 Powerhouse candy wrappers. Only one announcement was made since requests more than covered their stock of 55,000 rings. (Agency is Franklin Bruck).

SMALL FRY CLUB -- Kolynos Toothpaste through Dancer-Fitzgerald-Sample offered an Indian Beanie Cap for 1 boxfront and 25¢. Two announcements per week over a six week period brought 25,000 requests. The weekly giveaway on the show, with prizes for the best drawing and letter, brings in an average of 25,000 letters.

MAGIC CLOWN -- Bonomo Candy through Dorahue & Coe is offering magic tricks for one wrapper and 10¢. After five weeks of one minute announcements, the results are comparable to an earlier giveaway, or approximately 3,000 returns per week. The Bonomo Magic Club, which offers memebership for 2 candy wrappers and 25¢, is bringing in some 2,000 members per week. Show is seen in NYC & Philadelphia.

LUCKY PUP -- Sundial Shoes, through Hoag & Provandie of Boston, offered a free cardboard cut-out theater with puppets from the show. Item was picked up at any Sundial store upon request. After one announcement, every store in the Boston area reported their supply depleted, and the company reported sales for that week as way up. A drawing contest, with television sets as prizes, brought over 18,000 entries. Seen on the CBS-TV Net.

On another kids' film show, a NYC retail store pushing children's merchandise bought ten one minute spots for $1900. The announcement was made per week, and no other advertising of the merchandise was done. At the end of the 10 week period, the store reported total sales of the advertised product at $36,000.

AT THE LOCAL LEVEL

The previous illustrations are offered to substantiate the fact that Television is a top salesman in metropolitan areas boasting several stations....and Doubleday asserts that it prefers the areas with greater set density to the one station areas which as yet are not saturated with TV sets. However, much has been heard about Television's financial salvation resting upon the shoulders of the smaller, local advertiser.....By way of further illustrating the "success story" theme, we cite the incidents below, which we have culled from recent issues of SPONSOR magazine.

From WHEN Syracuse - Local Lincoln-Mercury dealer placed five one-minute spots. In two and a half months after initial spot, 50 new Mercury cars were sold. $100,000 of business for less than $200 spent on television.

From WICU Erie - As a result of spot announcements on a half-hour variety show, a local super market sold 89 hams and 153 chile dinners, a complete sell-out. The sponsor says: "I still can't get over the immediate response to my TV spots."

From KDYL-TV Salt Lake City - A department store sponsored one 15-minute program, with live commercials for their merchandise, a set of dishes selling for $9.95. Within a few days, 98 per cent of the store's stock was exhausted, and the client was forced to substitute another piece of merchandise the next week.

From WBTV Charlotte - A one-minute slide announcement was shown once weekly for a local baker. Commercial was built around a quiz, with prize a coupon good for a 50¢ pie. In three viewings there were 651 returns. With 10,000 TV owners in the area, this was considered an excellent response. Total cost to advertiser was slightly more than 10¢ per response.

From KPIX San Francisco - On a half-hour charade program, a special "service" offer was made to all Chevrolet car owners in the area. From this one show there were more than 2,000 calls, and the dealer called it the biggest response he had ever received from any medium of advertising.

Ross Reports

ON TELEVISION PROGRAMMING

EDITOR : Henry Colman
RESEARCH: Steve Kaplan

SPECIAL SUPPLEMENT

FEB 19-FEB 25 1950

DEBUTS, HIGHLIGHTS, CHANGES

Sun(19) - NBC(Ch4) 10-10:30pm; CHANGE - Garroway At Large; from WNBQ Chicago to E&MW Nets; variety show picks up sponsor; Sponsor - Congoleum-Nairn; Agency - McCann-Erickson.

NBC(Ch4) 12-12:20pm; DEBUT - Don Winslow of the Coast Guard; on WNBT local; serial film in 13 chapters, edited especially for television; cast includes Don Terry & Elyse Knox.

NBC(Ch4) 4-4:30pm; HIGHLIGHT - Today With Mrs. Roosevelt; group of leading legislators and physicians will discuss Administration's National Health program; participants include Senator James E. Murray, Rep. Andrew J. Biemiller & Dr. John F. Conlon.

NBC(Ch4) 7-7:30pm; CHANGE - Leave It To The Girls; on WNBT local; panel quiz program picks up sponsor; Sponsor - Regent Cigarettes; Agcy-Brooke, Smith, French & Dorrance.

Mon(20) - NBC(Ch4) 12:30pm; HIGHLIGHT - Opening of Brotherhood Week; on WNBT local; addresses by Mayor William O'Dwyer & Robert Montgomery; songs by Patrice Munsel; MC - Grover Whelan.

NBC(Ch4) 9:30-10pm; HIGHLIGHT - Menasha Skulnik; from WNBT to E&MW Nets; one time only; situation comedy with star of Yiddish Theater; Director - Alan Neuman, NBC.

Tue(21) - NBC(Ch4) 7:30-7:45pm; CHANGE - Wendy Barrie Show; from WNBT to E&MW Nets; Tues & Thurs; (had been on ABC); sustaining; interview show with first guest Cesar Romero; Producer - Martin Goodman; Director - Alan Neuman, NBC.

PIX(Ch11) 8-8:30pm; DEBUT - Wall Street; on WPIX local; program designed to familiarize the average citizen with workings of Wall Street & the financial world; discussions by financial experts. Director - Cledge Roberts, WPIX.

- more -

THIS ISSUE

* NEXT WEEK : Our February Monthly Issue - Complete breakdowns of every program.

Fri(24) - ABC(Ch7) 7:15-7:30pm; DEBUT - Easter Shopper; on WJZ-TV local; demonstrations of sponsors' merchandise by Anne Russell & Walter Herlihy; Director - Court Steen, ABC.

DuM(Ch5) 7:45-8pm; DEBUT - Hazel Scott; on WABD local; pianist-songstress in a program of informal music; Sponsor - Sitroux Tissues (26 weeks); Agency - Franklin Bruck; Supervisor - Stan Lee, at Bruck; Director - Barry Scheer, DuM.

Sat(25) - NBC(Ch4) 8-10:30pm; DEBUT - Saturday Night Revue; from WNBQ Chicago & WNBT to E&MW Nets; 8-9pm segment from Studebaker Theater, Chi; MC Jack Carter & variety guests; first guests will be Cass Daley & Pierot Brothers, dancers; 9-10:30pm portion from Int'l Theater NY; permanent stars will be Sid Caesar & Imogene Coca; guests on first program: Gertrude Lawrence, Burgess Meredith, Robert Merrill & Clifford Guest, ventriloquist, vocalist Kenny Gardner, & dancers Nelle Fisher & Jerry Ross. Participating Sponsor - United Fruit Company; Agency - BBD&O; Prodn Super - George McGarrett, NBC; Producer - Max Liebman; Associate Prods - Harold Janis & Robert Masson, NBC; Directors - Kingman Moore & Hal Keith, NBC.

LAST WEEK'S ARRIVALS

ABC -- Carolyn Gilbert Show debuted from WENR-TV Chicago to E&MW Nets; kinesc; 7-7:15pm Tuesdays; songs by Miss Gilbert, comedy skits by Don Tennant; Prod-Writer - Les Winrott, WENR; Director - Dick Locke, WENR.

Dr. Fix-Um returned from WENR-TV Chicago to E&MW Nets; kinesc; 7-7:15pm Friday; household hints by Art Younquist; Prod-Dir-Writer - Ed Skotch, WENR.

CBS -- Command Post debuted from WCBS-TV to 10 Sta E&MW Nets; 8-9pm Tuesdays; program, sponsored by US Army, uses Signal Corps Films & live sequences to teach Army tactics & combat methods to Army Reserve members. Coordinating Producer-Giles O'Connor; Director - Sean Dillon.

Glamour Go-Round debuted from WCBS-TV to E&MW Nets; 9:30-9:45pm Thursdays; Ilka Chase in an interview show, with Billy Nalle; Sponsor - Harriet Hubbard Ayer; Agency - Federal; Supervisor - Francis Barton, Federal. Pkgr - Teleshows.

DuM -- Hialeah Horse Races debuted on WABD local; 11-11:15pm daily; films of the day's first five races, plus feature race of day before; Pkgr - KCR Prodns; Narrator-Clem McCarthy.

NBC -- Today with Mrs. Roosevelt debuted from WNBT to E&MW Nets; 4-4:30pm Sundays; interview program originating from Hotel Park Sheraton, with Mrs. Franklin D. Roosevelt as hostess to dignitaries who discuss topical question; MC - Ben Grauer; Packagers - Elliott Roosevelt and Martin Jones.

Harry Hershfield's Talent Search debuted on WNBT local; amateur talent in competition for prize of week's engagement at the Palace; Sponsors - Bruno-NY Inc & Vim Electric; Agency - Arnold Cohan; Producer - Kermit Schafer.

Mystery Is My Hobby debuted on WNBT local; dramatic series; on film; kinesc at KNBH H'wood; Sponsor - Pioneer Scientific Corp; Agency - Cayton.

PROGRAM	NET	TIME	GUESTS
		SATURDAY, FEBRUARY 18	
Cavalcade of Stars	DuM	9-10pm	Bert Wheeler, guest MC; Joan Edwards; Johnny Coy, dancer; DeMarlos, singers; Slate Bros., comics; Tong Bros., acrobats; Walton & O'Rourke, puppeteers.
Ed Wynn Show	CBS	9-9:30pm	Leon Errol; Paula Kelly & Modernaires, singers.
Hollywood Screen Test	ABC	7:30-8pm	Guy Kibbee, lead; Patricia Wheel, test actress; George Englund, test actor; Muriel Lane, test singer.
Ken Murray Show	CBS	8-9pm	Burgess Meredith; Phil Regan; Wilbur Hall, comic; D'Vaughn Pershing, pianist.
Twenty Questions	WOR	8-8:30pm	Johnny Desmond, singer.
		SUNDAY, FEBRUARY 19	
Celebrity Time	ABC	10-10:30pm	Bert Lahr, Vicki Cummings, Joan Roberts
Colgate Theater	NBC	8:30-9pm	The Karpoldi Letter by Geo. & Gertrude Fass; with William Neil, Vilma Kurer, Henry Richards, E.H. Krumschmidt, Theo. Goetz, Leonard Bell.
Goodyear-Whiteman Revue	ABC	7-7:30pm	Julie Wilson, Gail Meredith, Phil Hanna singers; Eadie & Rack, pianists.
Leave It To The Girls	NBC	8:30-9pm	Lawrence E. Spivak, ed. "Amer. Mercury" Lois Andrews, Betty Furness, Dor. Kilgallen
Philco Playhouse	NBC	9-10pm	A Letter To Mr. Priest by Margaret Cousins; adapted by Nelson Olmsted; with Sandra Ann Wigginton, Nelson Olmsted, Leora Dana, Alan Manson, Larry Blyden, Pat Hosley & Betty Lou Holland.
Say It With Acting	NBC	6:30-7pm	Member of the Wedding vs. Mr. Roberts.
Supper Club	NBC	8-8:30pm	Robert Q. Lewis subs for Perry Como; Boris Karloff; Mary Hatcher, singer.
This Is Show Business	CBS	7:30-8pm	Jane Cowl, guest panelist; Benny Goodman; Sam Levenson, comedian; Pearl Bailey, singer-comedienne.
Toast of the Town	CBS	8-9pm	Ted Williams; Diana Wynyard, actress; Mel Torme; Micki Deems, comedian; Ethel Smith, organist; Kanazawa Group, acrobats; Martha Stewart & Blackburn Twins.

Guests On TV — Permanent Cast Carried In Monthly Breakdown — Feb 18-25 1950

PROGRAM	NET	TIME	GUESTS
			MONDAY, FEBRUARY 20
Chevrolet Tele-Theater	NBC	8-8:30pm	Once To Every Boy by Stanley Richards; with Carmen Mathews, Billy James & Howard Smith.
Faye Emerson Show	CBS	11-11:15pm	Helen Jepson.
Godfrey Talent Scouts	CBS	8:30-9pm	Dalisay J. Aldaba, soprano; Charles Dicker & Robert Goss, singers; The Novellites, harmonica trio.
Lights Out	NBC	9-9:30pm	The Graven Image by Elizabeth Evans & Paul Ellwood; with Dean Harens, Pat Jenkins, John Glendenning, Milt Kummer.
OKay Mother	DuM	1-1:30pm	Mrs. Vito Giordano.
Silver Theater	CBS	8-8:30pm	My Brother's Keeper (on film); by Jack Bentkover; with Ward Bond, Glen Corbett, Beverly Tyler, Peter Similuk, Patrick Sexton & Buddy G. Mason.
Studio One	CBS	10-11pm	The Wisdom Tooth by Marc Connelly; adapted by Worthington Miner; with Jack Lemmon, Barbara Bolton, William Foran, Kathleen Comegys, George Mitchell, Reese Taylor, Paul Potter & Cele MacLaughlin.
Vanity Fair	CBS	4:30-5pm	Mrs. W.H. Butler, president "Travel Guide" Magazine; Helen Cumming, decorator
Voice of Firestone	NBC	8:30-9pm	Thomas L. Thomas, baritone.
Who Said That	NBC	10:30-11pm	Henry Morgan, Robert Ruark, columnist; Sylvia Porter, editor.
			TUESDAY, FEBRUARY 21
Cavalcade of Bands	DuM	9-10pm	Jimmy Dorsey; The Dunhills, dancers; Mr. Ballantine, magician; Fred & Susan Barry, dancers; Herbert & Saxon, comics.
Eloise Salutes the Stars	DuM	7:30-7:45pm	Sharland, photographer; Wm. Prince, actor
OKay Mother	DuM	1-1:30pm	Edith Fellows, singer.
Opera Concert	WOR	8-8:30pm	Mona Paulee; Glenn Burris, tenor.
Suspense	CBS	9:30-10pm	Roman Holiday by Robert Lewis; adapted by Halstead Welles; with Leslie Nielsen, Jackie Dimond and Victor Varconi.

Guests On TV — Permanent Cast Carried In Monthly Breakdown — Feb 18-25 1950

PROGRAM	NET	TIME	GUESTS
		TUESDAY, FEBRUARY 21	
Texaco Star Theater	NBC	8-9pm	James Barton, Georgia Gibbs.
Vanity Fair	CBS	4:30-5pm	Mary Presper, food ed.; Grover Whelan.
		WEDNESDAY, FEBRUARY 22	
At Home Show	CBS	7:45-8pm	Doretta Morrow, singer.
The Clock	NBC	8:30-9pm	The Take by Lawrence Klee; with Peter Capell, Dulcie Jordan, Gene Barry, Dick Shankland & Albert Bergh.
Dinner At Sardi's	WOR	7:30-8pm	Cesar Romero; Lois Andrews; Jan August, orchestra leader; Naomi Reardon & Barbara Brady, actresses.
Abe Burrows Almanac	CBS	9-9:30pm	Kaye Ballard, singer; 3 Riffs, singers; Lou Wills Jr., dancer.
Kraft Theater	NBC	9-10pm	Valley Forge by Maxwell Anderson; adapted by Howard Lindsay; with Judson Laire, E.G. Marshall, Vaughn Taylor, John Stephen, Maurice Manson & Peter Griffith.
OKay Mother	DuM	1-1:30pm	Constance Bannister, photographer.
Vanity Fair	CBS	4:30-5pm	Howard Ketcham, color consultant.
		THURSDAY, FEBRUARY 23	
OKay Mother	DuM	1-1:30pm	Mrs. Joseph Markunas.
Vanity Fair	CBS	4:30-5pm	Olga Moore, Washington lobbyist; Janet Tanner, sewing expert.
		FRIDAY, FEBRUARY 24	
Ford Theater	CBS	9-10pm	Uncle Harry by Thomas Job; with Eva Le Gallienne, Joseph Schildkraut & Adelaide Klein.
Vanity Fair	CBS	4:30-5pm	Pita Pirogov, Russian flyer; Dorothy Liebes, fabric designer.
		SATURDAY, FEBRUARY 25	
Ed Wynn Show	CBS	9-9:30pm	Mitzi Green; William Farnum, actor.

PUBLISHER'S NOTES

APOLOGY - With Television schedules chock full (and sold out), we're finding it impossible to turn out our compendium of program breakdowns in just one week's time. All the re-checking of data, typing, production and circulation involved has caused us to allot two weeks to the task from now on. And so we're distributing pertinent weekly information at this time, and will have your February Monthly Issue for you in a few days.

12-MONTH INDEX - Also enclosed this week is our Index of Special Features during the past year. For word of special binders to hold your ROSS REPORTS, see next page.

POCKET PIECE - We plan to publish a revised edition of our Program Schedule Pocket Piece before March 1. Our last issue, in the form of a Christmas gift, was so well received that we have succeeded in getting one of our subscribers to co-sponsor this new issue. Perhaps others of you will see the value of this promotion booklet, and want to schedule a similar co-sponsorship of the next edition.

HAIL & FAREWELL - ROSS REPORTS has another alumnus. Steve Kaplan, our able researcher and show reviewer, is leaving us for a fine new post with BBD&O. We wish him well, and at the same time we announce the appointment of Nicholas (Nick) Gordon to the research post. Henry Colman continues as Editor, of course, but we have an opening for a bright young man about 30 to develop our Sales Promotion and Advertising Departments.

THE TREND TOWARD CAREFUL INFORMALITY

Have you noticed what seems to us to be an addictionto a new prescription for TV program direction? Garroway started it...and now there's a danger of too many jumping on the bandwagon. We're referring to the casual, backstage manner which the Chicago Whiz Kid has promoted into a long-awaited sponsor. On Garroway it looks good; Perry Como picked it up and on him it looks good too (did you see the program in which he and Hoagy Carmichael were plagued by a rambunctious stagehand?)

The formula even looks good on the old master painter, Ed Wynn, who just two weeks ago was caught setting up a screen background for his featured femme vocalist on that program. Fred Waring--now directed by Bob Banner, of Garroway training--has also begun to utilize the technique to his advantage...but, before you know it, Berle is liable to begin introducing his make-up man and mistress (wardrobe) and that would be overdoing a good thing.

The point--there are some productions that are most effective when done in slick fashion. While TV is being touted for the close intimacy it establishes with viewers, no one formula can become a credo if performances are to retain individuality. Rather than molding all performances to this exaggerated informality, it might be wiser to concentrate on maintaining the level of morality and decency for a family medium in the home.

CATCH THAT CONTRIVED ENDING

Have you noticed how great a problem it seems to be to build up a story line and characterizations in a 23-minute program? Too many of our thriller sequences never even get started in establishing motivation before they are forced into a hasty denouement. Others don't apportion their time properly and overemphasize preliminary action with the same necessity for a hasty demise...Even the expert "Suspense" series is guilty of this sometimes. Last week's "Suicide Club" built beautifully--to an abrupt, flat conclusion. As a viewer, this writer was marvelling at the effective job being done, when suddenly he was faced with a commercial and a blank screen...question: does drama require an hour for an effective job? Also, does Fairbanks' announcement of a $7000film production for "Silver Theater"(Mon., Feb. 20), presage a new trend? Show ordinarily calls for a $7500 to $12,500 budget when done live.

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ROSS REPORTS ON TELEVISION

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Ross Reports

ON TELEVISION PROGRAMMING

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Ross Reports

ON TELEVISION PROGRAMMING

Wallace A. Ross, Publisher

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A Weekly & Monthly Service for Ad Agencies, Stations, Sponsors, Talent Agents, Program, Film, Commercials Producers, Unions . . . the whole Television Industry

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FEBRUARY 1950

VOLUME 2, NUMBER 1

- **Complete Breakdown Analyses by Category of every Network and Local NYC Program.**
- **Centerfold — Weekly Program Schedules for NYC Stations as of March.**
- **Directory to Stations, Agencies, Producers, Reps . . . Names, Addresses, Telephones.**
- **Alphabetical Index of All Programs.**
- **Sponsor & Program Arrivals, Departures, Futures.**

NEXT MONTH

- **Program Cost Survey and Budget Breakdowns for every type of Television Program.**
- **Southern Station Activity — Profile of a Station.**
- **Operation of a Smaller Ad Agency — List of top Agency TV Heads.**
- **Packages Available — Profile of a Packager.**

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DEBUTS, HIGHLIGHTS, FUTURES

Mon(27) - DuM(Ch5) 8-8:30pm; HIGHLIGHT - Newsweek Views The News; from WABD to the DuMont Net; news documentary entitled "Casebook of Treason" deals with the Dr. Klaus Fuchs case and features Whittaker Chambers, Hede Massing, Peter Pirogov and John Daly. Script by H. Merrill.

Wed(1) - CBS(Ch2) 9:30-11pm; CHANGE - Boxing from St. Nicholas Arena; from WCBS-TV to E & MW Nets; picks up new sponsor and commentator Ted Husing; Sponsor - Pabst Brewing; Agency - Warwick & Legler; Supervisor - Don Gibbs, W&L; Director - Judson Bailey,CBS; former sponsor Ballantine surrendered the time since Pabst will use more outlets.

Thu(2) - ABC(Ch7) 9-9:30pm; RETURN - Blind Date; from WJZ-TV to E&MW Nets; Arlene Francis with male guests who vie for dates with models; Sponsor - Esquire Boot Polish; Agency - Emil Mogul; Supervisor-Rae Elbroch at Mogul; Packager - Bernard Schubert; Director - Fred Carr,ABC.

Fri(3) - CBS(Ch2) 11-11:15pm; DEBUT - After Hours; on WCBS-TV local; Fred Robbins interviews musical and theatrical celebrities; Sponsor - Winston TV Stores; Agency - Sternfield-Godley; Director - Leonard Valenta

Sat(4) - ABC(Ch7) 8:30-9pm; CHANGE - Whiteman's TV Teen Club; from WFIL-TV Phila to E&MW Nets; this 2nd ½hr of the program picks up 26 week sponsor - Griffin Shoe Polish; Agency - Bermingham,Castleman,& Pierce; Super-John McNeil,BC&P; Prod-Robert Doyle,ABC; Dir-H.Horton,WFIL.

March 6 Opera Series; from WNBT to E&MW Nets; 9:30-10pm Sustaining; third of the series is "The Bat" by Johann Strauss; with Ethel Barrymore Colt, Edward Kane, Adelaide Bishop, Joseph Mordino & Others; Producer - Samuel Chotzinoff; Artistic & Musical Director - Peter Herman Adler,NBC; TV Director - Charles Polacheck,NBC; Sets - Paul Barnes,NBC.

March 12 Opera Television Theater; from WCBS-TV to E&MW Nets; 5-6:15pm Sustaining; second production is "La Traviata" by Verdi; sung in English by Elaine Malbin Brooks McCormick, Lawrence Tibbett & Others; Producer - Henry Souvaine; Conductor - Fausto Cleve; Stage Director - Dr. Herbert Graf; Director - Byron Paul,CBS; Assoc Producer - Barry Wood,CBS; Sets - Rychtarik,CBS.

March 16 Inside USA with Chevrolet departs at the end of its cycle on CBS Network; Show was aired 8:30-9pm Thursdays; produced by Arthur Schwartz.

-more-

THIS ISSUE

DEBUTS, HIGHLIGHTS, FUTURES (Continued)

March 22 — Joyce Matthews Show debuts on WCBS-TV local; 11-11:30pm Wednesdays; actress (Berle's ex-wife) interviews celebrity guests; Sponsor - Sunset Appliance Stores; Agency - Arnold Cohan.

March 31 — Twenty Questions; changes time to 8-8:30pm Fridays; adds 12 stations on the E&MW Nets of ABC to its local airing over WOR-TV; sound will be tape recorded for the AM show; Sponsor is Ronson Lighters; Agency - Grey; Producer - Jack Wyatt of Grey; Director - Roger Bower, WOR-TV.

A-ABC, C-CBS, D-DuM — PULSE RATINGS FOR JANUARY — N-NBC, P-PIX, W-WATV

7 City Telepulse			New York City (Jan 3-9)			NYC Multi-Weekly		
Texaco Star Thtr	N	58.4	Texaco Star Thtr	N	70.0	Howdy Doody	N	17.8
Toast of the Town	C	39.8	Toast of the Town	C	44.6	Captain Video	D	15.6
Godfrey Tlnt Scts	C	39.3	The Goldbergs	C	42.8	Small Fry Club	D	12.4
Godfrey & Friends	C	37.6	Godfrey Tlnt Scts	C	39.5	Lucky Pup	C	11.9
Fireside Theater	N	33.8	Studio One	C	38.1	Junior Frolics	W	11.7
The Goldbergs	C	33.7	Godfrey & Friends	C	37.5	Kukla, Fran & Ollie	N	11.1
Stop The Music	A	31.6	Suspense	C	35.0	Camel News	N	11.0
Studio One	C	30.8	Lights Out	N	30.0	Western Features	W	10.0
Suspense	C	28.2	Philco Playhouse	N	29.5	Children's Theater	N	9.1
Kraft Theater	N	27.2	Fireside Theater	N	29.0	Mohawk Showroom	N	9.0

Up-to-date ratings carried in weekly issues

HOOPER Network JANUARY

Texaco Star Thtr	N	64.0
Godfrey Tlnt Scts	C	54.7
Godfrey & Friends	C	44.9
Toast of the Town	C	43.8
Stop The Music	A	41.8
The Lone Ranger	A	37.7
Gillette Boxing	N	37.3
Cavalcade of Stars	D	36.9
Fireside Theater	N	36.0
Lights Out	N	34.5

NIELSEN RATINGS - 4 WEEKS ENDING JANUARY 7, 1950
(Cross Section TV Homes, 50 Mile Radius New York)

	Homes %	Homes	Sets in Use* TV%	Sets in Use* Radio%
Texaco Star Theater	75.2	714,000	81.7	3.7
Godfrey Tlnt Scts	53.6	509,000	68.3	6.7
Toast of the Town	50.1	476,000	65.4	3.1
Godfrey & Friends	46.9	446,000	70.4	4.4
The Goldbergs	46.7	444,000	70.2	6.3
Studio One	43.1	409,000	61.1	7.1
Fireside Theater	37.7	358,000	73.7	7.7
Lights Out	35.9	341,000	72.1	5.6
Suspense	34.3	326,000	72.3	6.7
Man Against Crime	34.0	323,000	65.5	2.5

 *At time of telecast.
NOTE: Number of homes is obtained by applying rating (%) to 950,000--Jan 1, '50 est. total homes, NY area.

STATION REPRESENTATIVES

Avery-Knodel Inc	565 Fifth	PL 3-6513	Geo.P. Hollingbery	420 Lex	OR 9-2260
Barnard & Thompson	299 Mad.	MU 2-0117	The Katz Agency	500 Fifth	WI 7-8620
Blair TV Inc	22 East 40	MU 9-6084	Robert Meeker Asso	521 Fifth	MU 2-2170
The Bolling Co	480 Lex	PL 9-8150	John E. Pearson Co	250 Park	PL 8-2255
The Branham Co	230 Park	MU 6-1860	Edward Petry & Co	17 E. 42	MU 2-4400
Donald Cooke Inc	551 Fifth	MU 2-7270	Paul H. Raymer Co	366 Mad.	MU 7-6540
Free & Peters Inc	444 Mad.	PL 9-6022	Weed & Co	350 Mad.	MU 7-7772
Harr, Rghter, Parsons	270 Park	MU 8-1185	Adam Young Jr	22 E. 40	MU 9-0006
Headley-Reed Co	420 Lex	MU 3-5467	--	--	--

[illegible]

DIRECTORY

(Listings cover only those firms carried on following pages..not Industry-Wide)

ADVERTISING AGENCIES WITH PROGRAMS ON TELEVISION IN NEW YORK

Adair & Director	527 Fifth	MU 7-3669
And'n,Davis,Platte	50 Rock Pl	PL 7-2300
Atlas	1457 B'way	BR 9-5166
N.W.Ayer	30 Rock Pl	CI 6-0200
Ted Bates	630 Fifth	CI 6-9700
BBD&O	383 Madison	EL 5-5800
Benton & Bowles	444 Madison	MU 8-1100
Berm,Castl & Pierce	136 East 38	LE 2-7550
Biow	9 Rock Pl	PL 7-4100
Bobley	9 West 57	PL 9-7272
Blaine-Thompson	234 West 44	LO 4-0800
Brisacher,Wheeler	140 East 39	OR 9-4960
Brooke,Sm,Fr & Dorr	52 Vanderb't	MU 6-1800
Franklin Bruck	1270 Sixth	CI 7-7660
Buchanan	1501 B'way	BR 9-7900
Leo Burnett	743 Fifth	PL 9-7552
Campbell-Ewald	1 East 57	MU 8-3190
Cayton	350 Fifth	BR 9-0390
Cecil & Presbrey	247 Park	PL 5-8200
Arnold Cohan	101 West 55	PL 7-7730
Compton	630 Fifth	CI 6-2800
Cunningham & Walsh	40 East 34	MU 3-4900
Dance-Fitz-Sample	347 Madison	OR 9-0600
D'Arcy	515 Madison	PL 8-2600
Doh'y,Clif'd,Shen	350 Fifth	BR 9-0445
Donahue & Coe	1270 Sixth	CO 5-4252
W.B. Doner	18 East 48	MU 8-2034
Ellington	535 Fifth	MU 7-4300
William Esty	100 East 42	MU 5-1900
Federal	385 Madison	MU 8-4200
Foote,Cone & Beld'g	247 Park	PL 5-6600
Gardner	9 Rock Pl	CO 5-2000
Getschal & Richard	49 East 51	PL 9-1332
Geyer,Newell & Gan	745 Fifth	PL 5-5400
Gibraltar	17 East 45	MU 7-7896
Grant	350 Fifth	BR 9-1600
N.C. Greenfield	570 Seventh	LO 4-4464
Grey	166 West 32	CH 4-3900
Hew,Ogil,Ben,Math	345 Madison	MU 9-2510
Hicks & Greist	420 Lex	MU 3-9135
Huber Hoge	699 Madison	TR 9-0800
Charles Hoyt	551 Fifth	MU 2-0850
Hutchins	16 West 46	PL 7-8526
Kas,Far,Ches,Cl	274 Madison	OR 9-4440
Kenyon&Eckhardt	247 Park	PL 3-0700
Klores & Carter	129 West 52	PL 7-6860
Kudner	630 Fifth	CI 6-3200
Al Paul Lefton	521 Fifth	VA 6-4340
Len'n & Mitchell	17 East 45	MU 2-9170
Marsch'k & Pratt	535 Fifth	VA 6-2022
J.M. Mathes	122 East 42	LE 2-7450
Maxon	12 East 53	PL 9-7676
McCann-Erickson	50 Rock Pl	JU 6-3400
Moore & Hamm	7 East 35	OR 9-4100
Paris & Peart	370 Lex	MU 9-2424
Peck	400 Madison	PL 3-0900
Pedlar & Ryan	250 Park	PL 5-1500
Product Adv Corp	215 Fourth	OR 7-2552
F.D. Richards	10 Rock Pl	CI 7-6383
Arthur Rosenberg	570 Seventh	CH 4-4420
Ruthrauff & Ryan	405 Lex	MU 6-6400
Scheck	285 Madison	MU 3-7990
Paul Smith	24 West 45	MU 7-8337
State Adv Service	116 Flatbush	UL 5-4629
Sternf'ld-Godley	280 B'way	BA 7-3030
Sul,Stau,Col,Bay	437 Fifth	OR 9-2500
J.D. Tarcher	630 Fifth	CI 6-2626
J.W. Thompson	420 Lex	MU 3-2000
Warwick & Legler	230 Park	MU 6-8585
Weintraub	30 Rock Pl	CI 7-4282
Weiss & Geller	400 Madison	PL 3-4070
Young & Rubicam	285 Madison	MU 9-5000

LOCAL STATIONS AND NETWORKS

ABC

General Offices	30 Rock Pl	CI 7-5700
Studios	7 West 66	TR 3-7000
Theaters	Ritz	219 W. 48
	Vanderbilt	148 W. 48
	58th St	202 W. 58

CBS

General Offices	485 Madison	PL 5-2000
Studios	15 Vanderbilt & Liederkrantz Hall,	111 E. 58
Theaters	#3	1697 B'way
	#51	109 W. 39
	#52	254 W. 54

DuMONT

General Offices	515 Madison	MU 8-2600
Studios	John Wanam'r	Asto Pl
Theater	Adelphi	150 W. 54

NBC

Offices-Studios	30 Rock Pl	CI 7-8300
Studios	105-55 E.106	CI 7-8300
Theater	Internat'l	5 Col Cir

WOR-TV

General Offices	1440 B'way	LO 4-8000
TV Center	20 West 67	LO 4-8000
Theater	Amsterdam Rf	214 W. 42

WPIX - Offices-Studios 220 East 42 MU 2-1234

INDEPENDENT PRODUCERS WITH PROGRAMS ON TELEVISION IN NEW YORK

Basch Prods	17 East 45	MU 2-8877	Modell-Harbuck	7 West 66	TR 3-7000
Milton Blackstone	1697 B'way	JU 6-2756	Charles Irving	130 East 61	TE 8-7023
Louis G. Cowan	485 Madison	PL 9-3700	Wm Morris Agcy	1270 Sixth	CI 7-2160
Jerry Fairbanks	292 Madison	MU 5-0877	Carlton E. Morse	NBC Rm 688	CI 7-8300
Fenton Prods	40 East 49	PL 9-8266	Persons Prods	1444 Beach	UN 3-2652
Hardie Freiberg	270 Park	MU 8-0230	P.R.B. Prods	745 Fifth	MU 8-1067
Allen Funt	52 Vanderb't	MU 5-1211	Prockter Prods	221 West 57	JU 6-4360
Gainsborough Assoc	234 West 44	CH 4-0626	Reemack Prods	527 Fifth	MU 7-7979
Godfrey Prods	485 Madison	PL 5-2000	Martha Rountree	570 Lex	PL 5-7770
Harry S. Goodman	19 East 53	PL 5-6131	Kermit Schafer	112 East 37	MU 9-4628
Martin Goodman	38 East 57	PL 3-1030	Bernard Schubert	509 Madison	MU 8-0944
Harvey & Howe	500 Fifth	WI 7-2000	Arthur Schwartz	1501 B'way	PE 6-7440
West Hooker	2 West 46	JU 2-3026	Addison Smith	104 East 37	LE 2-3548
Int'l Tele-Film	331 Madison	MU 7-7306	Henry Souvaine	30 Rock Pl	CI 7-5666
Carol Irwin	277 Park	PL 5-8506	Martin Stone	4 West 58	MU 8-0585
Robert Jennings	53 West 53	CI 6-7020	Douglas Storer	1270 Sixth	CI 7-6325
Martin Jones	Pk Sheraton	JU 6-2341	Irvin Sulds	654 Madison	TE 8-7025
Paul Killiam Prods	551 Fifth	MU 2-1814	Talent Assoc	38 East 57	PL 3-1030
Richard Kollmar	229 West 42	WI 7-0771	Tel-Air Assoc	366 Madison	VA 6-3417
Ken Later	30 Rock Pl	CO 5-3580	Telenews	630 Ninth	JU 6-2450
Masterson,Reddy,Nel	745 Fifth	PL 9-1120	Teleshows	515 Madison	PL 3-5181
Layton-Stark	551 Fifth	MU 7-6320	Todman-Goodson	CBS 485 Mad	PL 5-2000
Sam Levene	1440 B'way	PE 6-9600	Transamerican	1 East 54	PL 5-9800
Lester Lewis	1 Christphr	WA 4-8582	Chick Vincent	509 Madison	EL 5-0734
Marlo Lewis	234 West 44	LO 4-0800	Visual Arts Prods	2 West 46	LU 2-4047
Ted Lloyd	610 Fifth	CI 5-4204	Blair Walliser	25 Tdr City	MU 5-4449
Phillips H. Lord	501 Madison	PL 5-2211	Ed Wolf Assoc	420 Madison	PL 5-7620
Harvey Marlowe	2 West 47	TR 9-1482	World Video	15 East 47	PL 9-3870
MCA Artists Ltd	598 Madison	PL 9-7500	Frederic Ziv	501 Madison	MU 8-4700

PRODUCERS OF COMMERCIALS ON TELEVISION IN NEW YORK

Animation House	New Rochelle	2-8124	Pictorial	625 Madison	PL 5-9600
Archer Prods	35 West 53	JU 6-2690	RKO Pathe	625 Madison	PL 9-3600
Audio Prods	630 Ninth	CO 5-6771	Roberts & Carr	216 East 49	PL 9-3408
Caravel Films	730 Fifth	CI 7-6111	Rockhill	18 East 50	PL 9-7979
Citadel Prods	1450 B'way	CH 4-0612	Sarra Inc	200 East 56	MU 8-0085
Louis deRochemont	35 West 45	CH 4-8873	Screen Gems	729 Seventh	CI 5-5044
Frank Donovan	1775 B'way	CI 6-9670	Shamus Culhane	207 East 37	MU 2-2533
Jerry Fairbanks	292 Madison	MU 5-0877	Fletcher Smith	1585 B'way	JU 6-3950
Film Graphics	245 West 55	JU 6-0083	Sound Masters	165 West 46	PL 7-6600
Gray-O'Reilly	480 Lex	PL 3-1513	Special Purpose	44 West 56	JU 6-0020
Hartley Prods	20 West 47	JU 2-3960	Seaboard Studios	157 East 69	RE 7-9200
Hile-Damroth	320 B'way	WO 4-2478	John Sutherland	60 East 42	MU 7-7815
Jam Handy Films	1775 B'way	JU 2-4060	Teletran	480 Lex	PL 3-6356
Ben Harrison	245 West 55	PL 7-3217	TV Cartoons	361 W. B'way	BE 3-7176
Int'l Movie Prod	515 Madison	EL 5-6620	TV Features	480 Lex	PL 5-5714
Bert Lawrence	850 Seventh	CI 5-7928	Transfilm	35 West 45	LU 2-1400
Loucks & Norling	245 West 55	CO 5-6974	Triangle Films	1697 B'way	CO 5-1403
Murphy-Lillis	59 Park	MU 6-2142	Universal	445 Park	PL 9-8000
Ted Nemeth	729 Seventh	CI 5-5147	Wilding Prods	385 Madison	PL 9-0854
Pathescope	580 Fifth	PL 7-5200	20th Century-Fox	444 West 56	CO 5-3320

DRAMATIC SHOWS

ABC

MYSTERIES OF CHINATOWN - from WJZ-TV to 4 Sta E&MW Nets; 9:30-10pm Sundays; SUSTAINING; on film; kinesc at KECA-TV H'wood; stories of San Francisco's Chinatown with Robert Bice, Cy Kendall & Ed McDonald.
PRODUCER.....Ray Buffum MUSIC.....Rex Koury RATING.....Net Pulse 6.2
DIRECTOR.....Richard Goggin ON THE AIR....December 1949

YOUR WITNESS - from WJZ-TV to 6 Sta E&MW Nets & 5 kinesc; 9-9:30pm Sundays; SUSTAINING; on film; kinesc at KECA-TV H'wood; dramatized flashbacks of courtroom cases with questions from studio audience; Moderated by Ashmead Scott.
PROD-DIRECT...Ashmead Scott ON THE AIR....December 1949 RATING.....Net Pulse 8.0

CBS

ACTORS STUDIO - from WCBS-TV to 8 Sta E&MW Nets; 9-10pm alt Fridays; SUSTAINING; The Actors Studio company & top professionals in dramatic originals and adaptations; moved from ABC November 1; slated for title change in line with CBS Script Awards tiein.
PACKAGER.....World Video DIRECTORS....David Pressman SETS.....Leo Kerz, CBS
PROD-CAST..Donald Davis, WV Herbert Sussan, CBS COSTUMES.....Eaves
SCRIPT ED.....Donald Davis SCRIPTS.....Adapt app $425 ON THE AIR..September 1948
AVAILABLE.....approx $9500 REHEARSAL.45 hrs dry,12 cam RATING.....Net Pulse 17.5

ESCAPE - from WCBS-TV to E&MW Nets; 9-9:30pm Thursdays; SUSTAINING; program dramatizes escape from reality through fantasy and adventure.
PROD-DIR-CAST..... SCRIPT ED...Arthur Heineman SCRIPTS..Orig approx $300
Wyllis Cooper, CBS SETS.....Nelson Baume,CBS Adapt approx $200-250
AVAILABLE.....approx $7500 REHEARSAL.12 hrs dry, 6 cam ON THE AIR....January 1950

FORD THEATER - from WCBS-TV to 8 Sta E&MW Nets; 9-10pm every-other-Friday; alternates with "Actors Studio;" Adaptations of Broadway plays with stars; ON THE AIR - Oct 1948.
SPONSOR.....Ford Motor Co DIRECTOR...Marc Daniels,K&E SCRIPT ED.Eugene Burr, K&E
AGENCY....Kenyon & Eckhardt WRITERS.....Set Freelancers SCRIPTS....Adapt app $500
PROD...Winston O'Keefe, K&E CASTING.....Marc Daniels SETS.....Sam Leve
PRODUCTION...approx $20,000 REH'L...2 wks dry,12 hr cam MUSIC DIR.Guido Vandt, K&E
COMMERCIALS: Live - product display with models in "Ford Fashion Showroom"; film - product display by Princeton Films, Princeton, N.J. - 2 per show after Acts I & II.

MAN AGAINST CRIME - from WCBS-TV to 13 Sta E&MW Nets; 8:30-9pm Fridays; "Private eye" series with Ralph Bellamy as permanent star; supporting cast changes weekly.
SPONSOR...Camel Cigarettes DIRECTORS..Paul Nickell,CBS WRITER.....Lawrence Klee
AGENCY.....William Esty Melvin Burke,Esty MUSIC.....Henry Sylvern
PROD..Charles Russell,Esty CASTING..Chas.Campbell,Esty ON THE AIR....October 1949
PRODUCTION....approx $8000 REHEARSAL..12 hrs dry,7 cam RATING.....Net Pulse 19.4
COMMERCIALS: Film--open, middle & close - live action & animated; made by Transfilm.

SILVER THEATER - from WCBS-TV to 13 Sta E&MW Nets & 2 kinesc; 8-8:30pm Mondays; dramatic originals & adaptations with stars, supporting players & MC Conrad Nagel.
SPONSOR....Int'l Silver Co SCRIPTS.....Orig app $500 SETS....Bill Eckhardt, CBS
AGENCY.....Young & Rubicam Adapt app $400 ASSOC DIR.Rob't Bleyer,CBS
PROD-DIR.Frank Telford,Y&R CASTING..Bob Schuler at Y&R ANNOUNCER....Richard Stark
SCRIPT ED.....Telford REHEARSAL....25 hrs dry,5cam ON THE AIR..October, 1949
PRODUCTION....approx $8500 RATING.....Net Pulse 25.0
COMMERCIALS: Open, middle & Close; film opening by Ted Nemeth; others,live prod.displ.

CBS

STAGE DOOR - from WCBS-TV to E&MW Nets; 9-9:30pm Tuesdays; SUSTAINING; dramatic series based on play by George S. Kaufman & Edna Ferber; with Louise Allbritton, Scott McKay, Barry Kroeger & others.

PKGR-PROD.....Carol Irwin
DIRECTOR..Ralph Nelson,CBS
CASTING.....Doris Quinlan
AVAILABLE.....$9975
REHEARSAL..12 hrs dry,7 cam
MUSIC.....John Gart
WRITERS..Frank Gabrielson & Willard Keefe
SETS.....Leo Kerz, CBS
COSTUMES.....Brooks
ON THE AIR....February 1950

STUDIO ONE - from WCBS-TV to 19 Sta E&MW Nets & 22 kinesc; 10-11pm Mondays; names and supporting players in dramatic originals and adaptations.

SPONSOR.....Westinghouse
AGENCY.....McCann-Erickson
SUPERVISOR..Lee Cooley,M-E
PROD.Worthington Miner,CBS
SCRIPT ED..A. Heineman,CBS
PRODUCTION..approx $12,000
DIRECTORS.....Paul Nickell, Frank Schaffner,CBS
ADAPTORS.....Joseph Liss, Charles Monroe, Freelance
CASTING...E. Kilgallen, CBS
REHEARSAL.2wk dry,14 hr cam
SCRIPTS.....Orig app $700
Adaptations app $300-$400
SETS..Richard Rychtarik,CBS
ON THE AIR....November 1948
RATINGS..Net Pulse 30.8 (8)
NYC Pulse 38.1 (5)

COMMERCIALS: 2 live - product demonstration, after Acts I & II; Closing - live action educational type film made by Fletcher Smith.

SUSPENSE - from WCBS-TV to 14 Sta E&MW Nets & 4 kinesc; 9:30-10pm Tuesdays; stars and supporting players in dramatic originals & adaptations.

SPONSOR.Electric Auto-Lite
AGENCY....Cecil & Presbrey
SUPERVISOR.Geo. Foley, C&P
PROD-DIR..Robt. Stevens,CBS
SCRIPT ED...A.Heineman, CBS
SCRIPTS.Orig app $300 - $400
Adaptations app $200 - $250
CASTING.Robert Stevens, CBS
REHEARSAL.1 wk dry,10hr cam
SETS.....Al Ostrander,CBS
COMM DIR....John Peyser,CBS
ANNOUNCER.....Rex Marshall
ON THE AIR.....March 1949
RATING...Net Pulse 28.2 (9)

COMMERCIALS: Open, middle & close; film - stop motion and animation by Eric Guerney & Norman Tate; films by Film Graphic & Precision Labs - animation & stop motion.

DuMONT

CHICAGOLAND MYSTERY PLAYERS - from WGN-TV Chicago to E&MW Nets; 8-8:30pm Sundays, dramatic mystery with Gordon Urquhart, Bob Smith & others; SUSTAINING; Net Pulse - 6.5.

DIRECTOR..L.Ellingwood,WGN
ON THE AIR...September 1949
AVAIL.app $2500;app$500 lcl

FAMOUS JURY TRIALS - from WABD to E&MW Nets; 9:30-10pm Wednesdays; TV version of dramatized court cases.

SPONSOR..Chevrolet Dealers
AGENCY.....Campbell-Ewald
PACKAGER.....Transamerican
PRODUCTION....approx $4500
DIRECTORS.C.Harrell,Trans & Frank Bunetta,DuM
CASTING.....Charles Harrell
REHEARSAL..16 hrs dry,8 cam
SUPER.....John Coleman, C-E
WRITER.....John L. Clark
SETS.....Rudy Lucek,DuM
ON THE AIR.....October 1949

COMMERCIALS: Open - flip cards with voice over; Close - live with annc'r Ron Rawson.

HANDS OF MURDER - from WABD to E&MW Nets; 8-8:30pm Fridays: original mysteries, outgrowth of "Program Playhouse;" SUSTAINING.

DIRECTOR.Frank Bunetta,DuM
CASTING....Elizabeth Mears
AVAILABLE..upwards of $2500
REHEARSAL..18hrs dry, 7 cam
SETS.....Rudy Lucek, DuM
WRITERS..L.Menkin,Chas.Speer
MUSIC.....Lew White
ON THE AIR...September 1949
RATING.....Net Pulse 18.9

AVAILABLE - refers to price at which show is offered for sale. PRODUCTION - figures are those at which a show is estimated to be operating when already sponsored. All are approximate figures and have been checked at the source - agency, network, packager.

DUMONT

THE PLAINCLOTHESMAN - from WABD to 3 Sta E Net; 9-9:30pm Wednesdays; Program depicts crime detection methods; with Jack Orrison, Kenneth Lynch & others; SUSTAINING.

PACKAGER.....Transamerican	SCRIPT ED.John Clark,Trans	SETS.....Rudy Lucek,DuM
DIR & CAST..Wm Marceau,DuM	SCRIPTS...orig approx $200	ON THE AIR.....October 1949
AVAILABLE.....approx $4500	REHEARSAL..16hrs dry,8 cam	RATING.....Net Pulse 14.8

ROCKY KING, INSIDE DETECTIVE - from WABD to E&MW Nets; 8:30-9pm Saturdays; SUSTAINING; comedy-mystery series featuring Roscoe Karns.

PACKAGERS.....Stark-Layton	SETS.....Rudy Lucek,DuM	WRITERS....L.Menkin,C.Speer
DIRECTOR.Dick Sandwick,DuM	CAST...Elizabeth Mears,DuM	ON THE AIR.....January 1950
AVAILABLE.....approx $4000	REHEARSAL..10hrs dry,5 cam	RATING.....Net Pulse 6.2

THEY STAND ACCUSED (formerly "Cross Question") - from WGN-TV to E&MW Nets; 9-10pm Sun; SUSTAINING; Dramatized jury cases.

DIRECTOR..L.Ellingwood,WGN	ON THE AIR..September 1949	RATING.....Network Pulse 5.1
WRITER.....Bill Wines,WGN		

NBC

BELIEVE IT OR NOT - from WNBT to 9 Sta E&MW Nets; 8-8:30pm Wednesdays; dramatic series with the camera as narrator of a dramatic episode from the collection of Robert Ripley.

SPONSOR.....Ballantine	PROD-DIR Harry Herrmann,JWT	WRITER.....Sam Carter
AGENCY..J. Walter Thompson	SETS..Larry Goldwasser,JWT	COSTUMES.....Brooks
PACKAGER....Douglas Storer	CASTING..Robert Tucker,JWT	ON THE AIR.....March 1949
PRODUCTION....approx $3500	REHEARSAL..17hrs dry,5 cam	RATING.....Net Pulse 8.6

COMMERCIALS: Open, middle, close - film, animated with jingle, made by Sarra Inc.

BIG STORY - from WNBT to 14 Sta E&MW Nets; also 12 kinesc; 9:30-10pm every-other-Fri; dramatic episodes dealing with real life experiences of newspaper men with Narrator Robert Sloane; ON THE AIR - September 1949.

SPONSOR.....Pall Mall	PRODUCER..Bernard Prockter	WRITER.....Arnold Perl
AGENCY.Sull,Stau,Col & Bay	DIRECTORS.....Al Scott,NBC	MUSIC.....Vladimir Selinsky
PACKAGER....Prockter Prods	Charles Skinner,Prockter	SETS.....Paul Barnes,NBC
SUPERVISOR..T.Vietor,SSC&B	CASTING...J.Robinson,Prock	COSTUMES.....Faves
PRODUCTION..approx $12,000	REHEARSAL..20hrs dry,6 cam	RATING.....Net Pulse 21.8

COMMERCIALS: 3 Film - live action & animated with voice over made by RKO Pathe.

BLACK ROBE - from WNBT to E&MW Nets; 8-8:30pm Thursdays; documentary night police court drama with non-professional talent; no scripts used; Frank Thomas plays the judge; John Green the policeman; SUSTAINING.

PACKAGER...Phillips H.Lord	DIRECTOR..Joe Cavalier,NBC	STORY ED...Phillips H. Lord
PRODUCER...G.McGarrett,NBC	CASTING....John Green,Lord	ON THE AIR.....May 1949
AVAILABLE.....approx$5000	REHEARSAL..10hrs dry,3 cam	RATING.....Net Pulse 10.8

CHEVROLET TELE-THEATER - from WNBT to 26 Sta E&MW Nets; also 14 kinesc; 8-8:30pm Mon; stars and supporting players in dramatic originals and adaptations.

SPONSOR...Chevrolet Motors	DIRECTORS...Barry Bernard,	SCRIPT ED.Miss Southgate,NBC
AGENCY.....Campbell-Ewald	Garry Simpson,NBC	SCRIPTS....approx $400-$500
SUPER.....Alice Polver,CE	SETS.....Elwell,NBC	COSTUMES.Rose Bogdanoff,NBC
PRODUCER....Vic McLeod,NBC	CASTING...Bill Kaufman,NBC	ON THE AIR...September 1948
PRODUCTION....approx $6500	REHEARSAL.1wk dry,8hrs cam	RATING.....Net Pulse 15.6

COMMERCIALS: 2 Film - live action, voice over made by Archer Prods & Jam Handy.

NBC

THE CLOCK - from WNBT to 15 Sta E&MW Nets; also 33 kinesc; 8:30-9pm Wednesdays; Originals and adaptations of AM suspense plays with top professional talent; ON AIR-May '49.
SPONSOR.....Lever Brothers DIRECTORS....L. Schwab Jr, William Corrigan,NBC SCRIPT ED.M've Southgate,NBC
AGENCY...J.Walter Thompson SCRIPTS...Originals $300-400 Adaptations $200 up
SUPER....Ezra McIntosh,JWT CASTING...Schwab,Corrigan, Bill Kaufman,NBC SETS.....Jim Russell,NBC
PRODUCER....Herb Swope,NBC RATING.....Net Pulse 11.6
PRODUCTION....approx $6500 REHEARSAL..20hrs dry,6 cam
COMMERCIALS: 3 One-minute films - Lux live action testimonial, voice over made by Universal; Pepsodent - animated & live, voice over made by John Sutherland Prods,Hollywood; Spry - Live action with jingle made by Gray-O'Reilly; loses sponsor March 29.

COLGATE THEATER - from WNBT to 19 Sta E&MW Nets; 8:30-9pm Sundays; adaptations and originals with professional talent; ON THE AIR - January 1949.
SPONSOR.....Colgate DIR....Melville Burke,Esty SCRIPT ED....Wm Stuart,Esty
AGENCY.....William Esty SETS.....Jim Russell,NBC SCRIPTS..Originals app $500
PROD..Charles Russell,Esty CAST.Charles Campbell,Esty Adaptations app $400
PRODUCTION....approx $5000 REHEARSAL..17hrs dry,6 cam RATING.....Net Pulse 11.6
COMMERCIALS: Film - live and animated, voice over made by Transfilm for Vel; live and animated, voice over made by Sarra for Lustre Creme and Ajax Cleanser.

FIRESIDE THEATER - from WNBT to 20 Sta E&MW Nets; 9-9:30pm Tuesdays; Series of filmed short story classics & originals prepared especially for television; distributed by General TV Enterprises, Hollywood; ON THE AIR - April 1949; Producer - Frank Wisbar.
SPONSOR...Proctor & Gamble SUPER..Brewster Morgan,Com RATINGS...Net Pulse 33.8(5)
AGENCY.....Compton ASS'T.....Ted Bell,Com NYC Pulse 29.0(10)
COMMERCIALS: 3 Film - live action, direct recording for Ivory, Duz & Crisco made by Special Purpose; additional Duz spots by 20th Century-Fox & Shamus Culhane.

KRAFT TELEVISION THEATER - from WNBT to 20 Sta E&MW Nets; also 1 kinesc; 9-10pm Wed; Professional actors in Broadway adaptations and originals; ON THE AIR - May 1947.
SPONSOR.....Kraft PROD-DIRS...Stanley Quinn, Maury Holland,JWT SCRIPT ED.....Ed Rice,JWT
AGENCY..J. Walter Thompson COSTUMES.Rose Bogdanoff,NBC
WRITERS.....Freelance CASTING..Robert Tucker,JWT SETS.....Ken Mapes,NBC
PRODUCTION....approx $6000 REHEARSAL..2wk dry,7hr cam RATING...Net Pulse 27.2(10)
COMMERCIALS: Open - flip cards with voice over by Jay Jackson; After Acts I & II-live product demonstration of Phila Cream Cheese & Velveeta in domestic sketch.

LIGHTS OUT - from WNBT to 18 Sta E&MW Nets; also 17 kinesc; 9-9:30pm Mondays; Dramatic suspense show with Jack Larue as narrator.
SPONSOR.....Admiral DIRECTORS....Hal Keith,NBC SCRIPTS..Originals app $350
AGENCY.....Kudner Kingman Moore,NBC Adaptations app $350
SUPER.....Frank Byrnes,Kud SCRIPT ED.M've Southgate,NBC MUSIC.....Arlo Hultz
PROD..George McGarrett,NBC CASTING..Martin Begley,NBC RATINGS.....Net Pulse 25.8
PRODUCTION....approx $6500 REHEARSAL..20hrs dry,6 cam NYC Pulse 30.0(7)
COMMERCIALS: Open and close - live with product display; announcer Sid Smith.

LUCKY STRIKE THEATER - from WNBT to 21 Sta E&MW Nets; 9:30-10:30pm every-other-Monday; Robert Montgomery's dramatic series based on film properties.
SPONSOR.....Lucky Strike DIRECTOR.Norman Felton,NBC SETS.....Syrjala
AGENCY.....BBD&O PROD SUP.Harry Saltzman ,NBC ADAPTOR...Robert Genedella
SUPER....Hugh Rogers,BBD&O CASTING...Richard Bender & Felton at NBC, Room 793 MUSIC.....John Gart
PROD.Robert Montgomery,NBC GOWNS.....Elizabeth Arden
REHEARS..8dys dry,9hrs cam ON THE AIR....January 1950
COMMERCIALS: Live integrated with Montgomery & announcers Ray Morgan & Bob Stanton after Acts I,II & III.

NBC

MARTIN KANE -- PRIVATE EYE - from WNBT to 22 Sta E&MW Nets; also 5 kinesc; 10-10:30pm Thursdays; Dramatic mystery with William Gargan, Walter Kinsella & others; ON-Sept 1949.
SPONSOR....U.S. Tobacco Co PROD-DIR.Ed Sutherland, Kud WRITERS..J.Sayre, S.McKelway
AGENCY.....Kudner CASTING.....Mickey Alpert, MUSIC.....Charles Paul
SUPER...Bunny Coughlin, Kud at Kudner; Mondays 1-5pm SETS.....Bill Eckhardt
PRODUCTION....approx $6500 REHEARSAL..12hrs dry, 8 cam RATING.....Net Pulse 14.9
COMMERCIALS: Open, middle and close - Live integrated in tobacco shop; product display. for Model, Dills Best and other pipe tobaccos.

MYSTERY IS MY HOBBY - on WNBT local; 11-11:30pm Fridays; on film; kinesc at KNBH Hollywood; dramatic series with Glenn Langan; ON THE AIR - February 1950.
SPONSOR.Pioneer Scientific AGENCY.....Cayton SUPER.....Alan Black, Cayton
COMMERCIALS: Film - live action & stop motion for Polaroid TV Filters made by Loucks & Norling; announcer Fred Uttal.

PHILCO TELEVISION PLAYHOUSE - from WNBT to 22 Sta live; also 27 kinesc; 9-10pm Sunday; Name talent in dramatizations of novels; ON THE AIR - October 1948.
SPONSOR.....Philco DIRECTORS.....Gordon Duff, SCRIPT ED.....Fred Coe, NBC
AGENCY.....Hutchins Delbert Mann, NBC SCRIPTS...Adapt approx $500
SUPER..Ira Skutch, Hutchins CASTING.....Alex March, SETS.....Otis Riggs, NBC
PRODUCER.....Fred Coe, NBC at Talent Associates RATINGS.....Net Pulse 21.2
PRODUCTION..approx $12,000 REHEARSAL.1wk dry, 8hrs cam NYC Pulse 29.5(9)
COMMERCIALS: Film Opening - product animation by Animation House; After Acts I & II, live product display and domestic sketch with voice over by Jay Jackson.

WOR

WHAT HAPPENS NOW - on WOR-TV local; 7:30-8pm Tuesdays; Unrehearsed dramatic program with MC Carl Caruso, Joyce Gordon, Ross Martin, Larry Blyden & others; dramatic situation suggested by viewers; ON THE AIR - October 1949; SUSTAINING.
PACKAGER.....Persons Prods PROD-DIR.....Hal Persons AVAILABLE...$1500(inc time)

NIGHT BOOK - on WOR-TV local; 8-8:30pm Thursdays; dramatizations of mystery, fantasy romance and adventure as told by the night elevator operator of a NY skyscraper; with Narrator Ed Latimer; SUSTAINING.
PKGR-PRODS...Stedman Coles DIRECTOR...Roger Bower, WOR WRITER.....Coles
& Barry Thomson CASTING.....Thomson at WOR ON THE AIR....February 1950

SITUATION COMEDY

ABC

THE RUGGLES - from WJZ-TV to 6 Sta E&MW Nets; also 5 kinesc; 8:30-9pm Fridays; on film; kinesc at KECA-TV Hollywood; comedy series of family life with Charles Ruggles, Irene Tedrow, Tommy Bernard, Judy Nugent, Jimmy Hawkins & Margaret Kerry; SUSTAINING.
PRODUCER...Robert Raisbeck DIRECTOR...George M. Cahan ON THE AIR....November 1949
AVAILABLE.....approx $3250 WRITER.....Fred Howard RATING.....Net Pulse 8.1

HOLLYWOOD HOUSE - from WJZ-TV to 5 Sta E&MW Nets; 6:30-7pm Sundays; on film; kinesc at KECA-TV Hollywood; SUSTAINING; comedy with hotel setting features comics Jim Backus, Dick Wesson & others; On the Air - Dec 1949.
PRODUCER..Joe Bigelow, KECA DIRECTOR...George M. Cahan WRITERS.Ukie Shern, J.Bigelow
SETS.....Lumir Mathauser RATING.....Net Pulse 8.8

RATINGS are by Pulse for January; Cities are NY, Phila, Boston, Chi, Cincy, Wash & L.A. Ratings do not necessarily represent all 7 cities, only those carrying the program.

ABC

THAT WONDERFUL GUY - from WJZ-TV to 5 Sta E&MW Nets; also 3 kinesc; 9-9:30pm Wednesdays; SUSTAINING; concerns the exploits of a columnist and his valet; with Neil Hamilton, Jack Lemmon & others.

PACKAGER.Chas.Irving Prods	TV DIR...Babette Henry,ABC	WRITERS...C.Gossman,R.Beggs
DIR & CAST..Charles Irving	SETS.....Al Heschong,ABC	ON THE AIR.....January 1950
AVAILABLE.....approx $5500	REHEARSAL.16hrs dry, 7 cam	RATING.....Net Pulse 7.5

CBS

THE GIRLS - from WCBS-TV to E&MW Nets; 7-7:30pm Sundays; SUSTAINING; based on the Cornelia Otis Skinner-Emily Kimbrough novel; cast includes Gloria Stroock, Kenneth Forbes, Mary Malone & others.

PKGR-PROD.....Carol Irwin	CASTING.....Doris Quinlan,	SETS.....Rychtarik,CBS
DIRECTOR....David Rich,CBS	at the Irwin Office	COSTUMES.....Brooks
AVAILABLE.....$9990	REHEARSAL..12hrs dry,5 cam	ON THE AIR.....January 1950

THE GOLDBERGS - from WCBS-TV to 11 Sta E&MW Nets; also 3 kinesc;9:30-10pm Mon; with Gertrude Berg, Phil Loeb, Arlene McQuade, Eli Mintz, Larry Robinson & others;ON-Jan 49.

SPONSOR...Gen.Foods(Sanka)	PROD.Worthington Miner,CBS	WRITER.....Gertrude Berg
AGENCY.....Young & Rubicam	DIRECTOR...Walter Hart,CBS	SETS.....Rychtarik,CBS
SUPERVISOR....Ed Duerr,Y&R	CASTING.....Gertrude Berg	RATINGS...Net Pulse 33.7(6)
PRODUCTION....approx $6000	REHEARSAL.12hrs dry,5½ cam	NYC Pulse 42.8(3)

COMMERCIALS: Live integrated - Open and close-Molly talks about Sanka from window.

MAMA - from WCBS-TV to 14 Sta E&MW Nets; also 14 kinesc; 8-8:30pm Fridays; Family comedy series based upon "Mama's Bank Account" by Kathryn Forbes; stars Peggy Wood, features Judson Laire, Robin Morgan, Dickie Van Patten, Rosemary Rice

SPONSOR.....Maxwell House	SUPER.....Hoyt Allen,B&B	WRITER.....Frank Gabrielson
AGENCY.....Benton & Bowles	PROD-DIR..Ralph Nelson,CBS	SETS.....Ostrander,CBS
PACKAGER.....Carol Irwin	CAST...D. Quinlan at Irwin	MUSIC.....Billy Nalle
PRODUCTION....approx $7500	REHEARSAL 9 hrs dry, 6 cam	RATING.....Net Pulse 15.5

COMMERCIALS: Open and close - live integrated with Mama and family making coffee.

DUMONT

EASY ACES - from WABD to 17 Sta E&MW Nets; 7:45-8pm Wednesdays; filmed series with Goodman and Jane Ace and Betty Garde; ON THE AIR - December 1949.

SPONSOR(NYC)...Hudson Dlrs	PACKAGER.....Frederic Ziv	WRITERS..G.Foster,J.Raymond,
AGENCY.....Klores & Carter	PROD...Herbert Gordon, Ziv	Mort Green & Ace
SUPERVISOR....Harry Carter	DIR...Jeanne Harrison, Ziv	RATING.....Net Pulse 10.0

COMMERCIALS: Live integrated with announcer Don Russell; 1 film - live action product display made by Alexander Films, Colorado Springs; Philips Packing through Aitken-Kynett (Phila) sponsors program in 15 cities.

NBC

THE ALDRICH FAMILY - from WNBT to 17 Sta E&MW Nets; 7:30-8pm Sundays; Family comedy with Bob Casey, Jackie Kelk, Lois Wilson, House Jameson, Charita Bauer & others.

SPONSOR..Gen Foods(Jell-O)	PROD-DIR.....Ezra Stone	WRITER...Clifford Goldsmith
AGENCY.....Young & Rubicam	TV DIR..Robert Leadley,Y&R	SETS....Robert Gundlach,NBC
PACKAGER....William Morris	CASTING..Stone,Leadley,Y&R	ON THE AIR.....October 1949
PRODUCTION....approx $7500	REHEARSAL..21hrs dry,7 cam	RATING.....Net Pulse 17.9

COMMERCIALS: Open and close - live integrated and film with product display, voice over;made by Loucks-Norling & Pathescope.

NBC

THE LIFE OF RILEY - from WNBT to 21 Sta E&MW Nets; also 18 other Sta; 9:30-10pm Tues; Hollywood-produced film with Jackie Gleason, Rosemary DeCamp, Lanny Rees, Gloria Winters & Sid Tomack; made by Filmtone Corp. of Hollywood; ON THE AIR - October 1949.
SPONSOR.....Pabst PROD-DIR....Irving Brecher WRITER.....Brecher
AGENCY....Warwick & Legler SUPERVISOR..Tevis Huhn,W&L RATING.....Net Pulse 19.0
COMMERCIALS: Open, middle & close - Live action film, direct recording with Harry Von Zell; made by Filmtone Corp. of Hollywood; Sponsor drops program at end of cycle.

MARY KAY AND JOHNNY - from WNBT to 12 Sta E&MW Nets; 7:30-8pm Saturdays; Domestic comedy series with Mary Kay & Johnny Stearns; SUSTAINING; ON THE AIR - March 1949.
PRODUCER....Herb Swope,NBC DIR....Curtis Canfield,NBC REHEARSAL.....3½hrs camera
AVAILABLE.....approx $4800 WRITER & CAST.John Stearns RATING.....Net Pulse 5.3

ONE MAN'S FAMILY - from WNBT to E&MW Nets; 8:30-9pm Thursdays; Family comedy series with Bert Lytell, Marjorie Gateson, Arthur Cassel, Frank Thomas Jr, Nancy Franklin, Russell Thorson & Lillian Schaff; SUSTAINING.
PACKAGER...Carlton E.Morse DIR....Richard Clemmer,NBC COSTUMES.....Lord & Taylor
PROD-DIR-CASTING.....Morse SETS.....Carl Kent,NBC ON THE AIR...November 1949
AVAILABLE.....approx $8500 REHEARSAL..10hrs dry,6 cam RATING.....Net Pulse 13.3

WOR

APARTMENT 3C - on WOR-TV local; 7:15-7:30pm Tues-Sat; Barbara and John Gay in a domestic series; SUSTAINING.
PKGR..Harvey Marlowe Assoc WRITER.....John Gay AVAILABLE....$900 inc time
PROD-DIR....Harvey Marlowe ON THE AIR....October 1949 $250 per par

WPIX

THE TRUEX FAMILY - on WPIX local; 7:30-8pm Fridays; situation comedy series with Ernest Truex, Sylvia Field, Barry & Sally Truex and other members of the Truex family; SUSTAINING; ON THE AIR - October 1949.
DIRECTOR...Clay Yurdin,PIX CASTING.....Yurdin,PIX WRITERS.Jas.Truex,S.Kramer
AVAILABLE.....approx $2000 REHEARSAL..16hrs dry,2 cam SETS...Willis Knighton,PIX

COMEDY-VARIETY

CBS

ABE BURROWS' ALMANAC - from WCBS-TV to E&MW Nets; 9-9:30pm Wednesdays; SUSTAINING; MC Burrows, The Lunds, dance team & variety guests.
PROD..Irving Mansfield,CBS WRITER.....Burrows MUSIC.Milton DeLugg & Orch
DIRECTOR.Alan Dinehart,CBS CASTING...Penny Morgan,CBS ON THE AIR....January 1950
AVAILABLE .....$8315 REHEARSAL...8hrs dry,5 cam RATING.....Net Pulse 13.3

ARTHUR GODFREY AND HIS FRIENDS - from WCBS-TV to 15 Sta E&MW Nets; also 28 kinesc; 8-9pm Wednesdays; informal variety show with Godfrey, Archie Bleyer & Orchestra, singers Janette Davis, Bill Lawrence, the Mariners Quartet, the Cordettes & guests.
SPONSOR.....Chesterfields PRODUCERS..Jack Carney,CBS COSTUMES....Eaves & Brooks
AGENCY..Cunningham & Walsh Lawrence Puck,Godfrey ANNOUNCER.....Tony Marvin
PACKAGER...A.Godfrey Prods DIR...Richard Linkroum,CBS ON THE AIR....January 1949
SUPER.Rob't Eastwright,C&W CASTING....Puck at Godfrey RATINGS..Net Pulse 37.6(4)
PRODUCTION....approx $8000 REHEARSAL..6 hrs dry,5 cam NYC Pulse 37.5(6)
COMMERCIALS: 2 to 4 live integrated by Godfrey.

CBS

THE ED WYNN SHOW - from WCBS-TV to 27 Sta E&MW Nets; kine at KTTV; 9-9:30pm Saturdays; MC Ed Wynn, variety acts, and guest star; with Lud Gluskin & Orch; ON THE AIR-Oct 1949.
SPONSOR.....Camels SUPER..Kendall Foster,Esty WRITERS.....Leo Solomon, Hal Kanter,Seeman Jacobs
AGENCY.....William Esty PROD...Harlan Thompson,CBS
PRODUCTION..approx $15,000 DIRECTOR....Ralph Levy,CBS RATING.....Net Pulse 17.5
COMMERCIALS: Live integrated by Wynn; film - live action & animated by Transfilm.

54TH STREET REVUE - from WCBS-TV to E&MW Nets; 8-9pm every-other-Saturday; alternates with "Ken Murray Show"; Intimate variety revue with comics Joey Faye, Joe Silver, singers Jordan Bentley, Marilyn Day, dancers Virginia Gorski & Tommy Wonder; SUSTAINING.
PRODUCER....Barry Wood,CBS CHOREOGRAPHY...John Butler SKETCHES.....Mel Diamond
DIRECTOR...Paul Munroe,CBS MUSIC....R.Lewine,T.Fetter COSTUMES.....Eaves
AVAILABLE.....$15,000 1 hr SETS.....William Cecil,CBS ON THE AIR.....May 1949
$10,000 ½ hr REHEARSAL..24hrs dry,6 cam RATING.....Net Pulse 18.7

INSIDE USA WITH CHEVROLET - from WCBS-TV Studio 52 to 8 Sta E&MW Nets; also 21 kinesc; 8:30-9pm every-other-Thursday; Arthur Schwartz revue stars Peter Lind Hayes, features Mary Healy, Sheila Bond, Mary Wickes & celebrity guest; departs on March 16.
SPONSOR...Chevrolet Motors WRITERS....H.Bailey,T.Ryan SETS.....Tom Lee,Schwartz
AGENCY.....Campbell-Ewald DIRECTOR.....Sherman Marks COSTUMES.Berg-Good & Brooks
PACKAGER...Arthur Schwartz MUSIC.Schwartz,Howard Dietz CONDUCTOR.....Jay Blackton
SUPERVISOR.Alice Polver,CE CHOREOG.....James Starbuck ANNOUNCER.....Bud Collyer
PRODUCER...Arthur Schwartz CASTING.....A. Schwartz ON THE AIR...September 1949
PRODUCTION..approx $20,000 REH'L..9days dry,13hrs cam RATING.....Net Pulse 10.9
COMMERCIALS: Ad lib by Hayes throughout show; integrated film clips showing car, and close with announcer Bud Collyer and group in song.

KEN MURRAY SHOW - from WCBS-TV to 22 Sta E&MW Nets; also 29 kinesc; 8-9pm every-other-Saturday; alternates with "54th Street Revue"; variety show with MC Murray, singer Darla Hood, comic Joe Wong, actor Jack Mulhall, The Enchanters & celebrity guests.
SPONSOR.....Anheuser-Busch DIRECTOR...Herb Sussan,CBS SETS..Hjalmar Hermanson,CBS
AGENCY.....D'Arcy MUSIC.....David Broekman COSTUMES.....Brooks
SUPER.Marek Windheim,D'Arcy WRITERS.Hal Block,R.Foster NET PROD.Frk.Satenstein,CBS
PRODUCER.....Ken Murray CASTING..John Greenhut,MCA ON THE AIR.....January 1950
PRODUCTION..approx $20,000 REHEARSAL.15hrs dry,10 cam RATING .....Net Pulse 22.2
COMMERCIALS: Live integrated by Jack Mulhall with product display at middle; open and close film - product identification for Budweiser made by Wilding Productions.

THIS IS SHOW BUSINESS - from WCBS-TV to 19 Sta E&MW Nets; also 32 kinesc; 7:30-8pm Sundays; Clifton Fadiman, Abe Burrows, George S. Kaufman and guest panelist view and comment on guest variety talent.
SPONSOR.....Crosley PROD..Irving Mansfield,CBS DIRECTOR..Alex Leftwich,CBS
AGENCY.....Benton & Bowles CASTING.....Herb Leder,B&B MUSIC.....Henry Sylvern
SUPER...Oliver Barbour,B&B Penny Morgan,CBS ON THE AIR.....July 1949
PRODUCTION..approx $10,000 REHEARSAL...1 hr dry,6 cam RATING.....Net Pulse 14.0
COMMERCIALS: Middle - live integrated domestic sketch with product display; Open and close film, product identification, made by CBS for Crosley.

TOAST OF THE TOWN - from WCBS-TV 15 Sta E&MW Nets; also 7 kinesc; 8-9pm Sundays; MC Ed Sullivan with name variety acts and guest celebrities; ON THE AIR - September 1948.
SPONSOR....Lincoln-Mercury DIRECTOR.....John Wray,CBS SETS..Richard Rychtarik,CBS
AGENCY...Kenyon & Eckhardt CHOREOGRAPHY.....J. Wray MUSIC.....Ray Bloch Orch
SUPER.Garth Montgomery,K&E CASTING.....Mark Leddy COSTUMES.....Brooks
PRODS.Sullivan,Marlo Lewis 48 West 48th St RATINGS...Net Pulse 39.8(2)
PRODUCTION....approx $7000 REHEARSAL...7hrs dry,2 cam NYC Pulse 44.6(2)
COMMERCIALS: Film - live action for Lincoln by Loucks & Norling;Mercury by TV Features.

DUMONT

CAVALCADE OF STARS - from WABD, Adelphi Theater, to 13 Sta E&MW Nets; also 5 kinesc; 9-10pm Saturdays; MC Jerry Lester (replacing Jack Carter) with name variety talent and celebrity guests; Note: Product Adv. Corp is new name for Stanton B. Fisher agcy.

SPONSOR....Whelans (in NY) DIRECTOR.Frank Bunetta,DuM MUSIC....Sammy Spear & Orch
AGENCY....Product Adv Corp WRITERS.S.Werris,S.Shapiro COSTUMES.....Brooks
PROD....Milton Douglas,PAC CASTING.....M.Douglas,PAC ON THE AIR.....June 1949
PRODUCTION....approx $8000 REHEARSAL..6 hrs dry,5 cam RATING.....Net Pulse 24.4
COMMERCIALS: Sponsored by Drug Store TV Prods, drug chains in 18 cities; local cut-ins at open, middle, close; 4 Film Spots on a rotating basis for 8 products; rotate between "Stars" and "Cavalcade of Bands"; Johnson & Johnson, Serutan, Listerine, Heed, Fresh, Hudnut, Silver Star Blades &

FRONT ROW CENTER - from WABD, Adelphi Theater, to 6 Sta E&MW Nets; 7-8pm Sundays; Comics Danny Shaw & Phil Leeds, Jack DeLeon & Eddie Ryder, singer Bibi Osterwald, dancers Pat Dennie & Bud Cameron and guest variety acts; participating sponsors.

PROD-DIR...Bill Harmon,DuM WRITER.....Sam Locke MUSIC....Sammy Spear & Orch
CAM DIR.....Pat Fay,DuM CASTING.....Harmon at DuM ON THE AIR.....January 1949
AVAILABLE.....approx $5000 REHEARSAL..20hrs dry,3 cam RATING.....Net Pulse 11.3
COMMERCIALS: Film Spots for United Fruit, Forstner, Birdseye, Simmons, United Air Lines & Pall Mall.

MOREY AMSTERDAM SHOW - from WABD, Adelphi Theater, to 14 Sta E&MW Nets; also 18 kinesc; 9-9:30pm Thursdays; Variety show set in nightclub with Morey Amsterdam, Art Carney & guests; ON THE AIR - April 1949.

SPONSOR....DuMont Telesets WRITERS.....Lee Sands COSTUMES.....Brooks
AGENCY.....Campbell-Ewald Amsterdam & Joe Erens ANNOUNCER.....Don Russell
SUPER.....Wm Ballinger,C-E DIRECTOR...David Lewis,DuM MUSIC.Johnny Guarnieri Orch
PROD & CAST.....Amsterdam CAM DIR..Frank Bunetta,DuM SETS.....Russell Patterson
PRODUCTION....approx $5000 REHEARSAL...5hrs dry,4 cam RATING.....Net Pulse 12.6
COMMERCIALS: Open and close - product display with voice over by Don Russell.

NBC

GARROWAY AT LARGE - from WNBQ Chicago to 18 Sta E&MW Nets; also 9 kinesc; 10-10:30pm Sundays; Informal variety show with MC Dave Garroway, singers Connie Russell, Bette Chapel, Jack Haskell, comic Cliff Norton, dancers Margaret Gibson & Charles Tate.

SPONSOR....Congoleum-Nairn SUPERVISOR..Lee Cooley,M-E CHOREOGRAPHY..Edith Barstow
AGENCY.....McCann-Erickson PRODUCER....Ted Mills,WNBQ WRITER.....Charles Andrews
PRODUCTION....approx $5000 DIRECTOR....Wm. Hobin,WNBQ ON THE AIR.....April 1949
COMMERCIALS: Live integrated with Garroway and company, product display & demonstration.

SATURDAY NIGHT REVUE - from WNBQ Chicago and WNBT to E&MW Nets; available to 22 Sta on E&MW Nets; 8-9pm segment from Studebaker Theater, Chicago; with MC Jack Carter and variety guests; PRODUCER - Ted Mills,WNBQ; 9-10:30pm segment from Int'l Theater, NY; with Sid Caesar & Imogene Coca and guests; chorus of 12 dancers and 12 singers.

PRODUCER.....Max Liebman ASSOC PROD.Harold Janis,NBC MUSIC..Charles Sanford Orch
PROD SUPER.G.McGarrett,NBC DIRECTORS...Kingman Moore, SETS.....Frederic Fox
ASSOC PROD.Rob't Masson ,NBC Hal Keith,NBC COSTUMES.....Paul DuPont
PRODUCTION..approx $50,000 ON THE AIR....February 1950
COMMERCIALS: Three one-minute spots per half hour available for participation; approx $6,000 per;.....PARTICIPANT(as of Feb 25) - United Fruit Company through BBD&O; all 22 stations had not cleared time for the program as of publication date.

MARCH edition of our POCKET PROGRAM PIECE - out Next Week!

NBC

TEXACO STAR THEATER - from WNBT to 22 Sta E&MW Nets; also 11 kinesc; 8-9pm Tuesdays; Milton Berle with top name guests and variety acts.

SPONSOR.....Texaco
AGENCY.....Kudner
PROD-DIR.Ed Cashman,Kudner
PROD ASS'T.Wm Templeton,Kud
PRODUCTION..approx $25,000
WRITERS.Hal Collins,R.Roth
SETS.....Elwell,NBC
CASTING.....Harry Kalcheim at William Morris
REHEARSAL..20hrs dry,9 cam
COSTUMES.....Brooks
MUSIC.....Alan Roth & Orch
ON THE AIR.....June 1948
RATINGS...Net Pulse 58.4(1)
NYC Pulse 70.0(1)

COMMERCIALS: Live - Sid Stone in pitchman routine at midway point; Quartet open & close.

VERSATILE VARIETIES - from WNBT to 10 Sta E&MW Nets; also 25 kinesc; 9-9:30pm Fridays; MC Harold Barry introduces guest variety acts.

SPONSOR.....Bonafide Mills
AGENCY.....Gibraltar
PACKAGER.....Basch Prods
PRODUCTION...approx $5000
PRODUCER.....Charles Basch
DIRECTOR...Mark Hawley,NBC
CASTING.Frances Scott,Basch
REHEARSAL...7hrs dry,5 cam
WRITER.....Jack Houston
MUSIC.....Jerry Jerome Orch
ON THE AIR.....May 1949
RATING.....Net Pulse 16.3

COMMERCIALS: 2 live dramatic sketches with product display by "Bonny Maid"-Ann Francis; Bonny Maid Trio sings open & close theme for Bonny Maid Linoleum & Versa-Tile.

WOR

OLD KNICK MUSIC HALL - on WOR-TV local; 7:30-8:30pm Fridays; MC Red Benson in gas-lite variety; recently moved to 67 Street studio from original cabaret location; Sustaining.

PACKAGER.....Paul Killiam
DIRECTOR.....Nat Eisenberg
CASTING.....Alice Murray at Killiam Office
REHEARSAL.....2½ hrs cam
ON THE AIR.....October 1949

MUSICAL PROGRAMS

ABC

CAROLYN GILBERT SHOW - kinesc of WENR-TV Chicago show; from Chicago to E&MW Nets;7-7:15 pm Wednesdays; songs by Miss Gilbert, comedy sketches by Don Tennant; PRODUCER-WRITER-Les Winrott,WENR; DIRECTOR - Dick Locke,WENR.

GOODYEAR--PAUL WHITEMAN REVUE-from WJZ-TV to 20 Sta E&MW Nets; also 20 kinesc; 7-7:30pm Sundays; Variety show features Whiteman, Junie Keegan, guest choreographer & guests.

SPONSOR.....Goodyear
AGENCY.....Young & Rubicam
SUPER..Roland Gillette,Y&R
PRODUCTION..approx $12,000
PRODUCERS...Ward Byron,ABC
William H. Brown Jr,Y&R
CASTING.....Brown at Y&R
REHEARSAL..7hrs dry,6½ cam
DIRECTOR..William Brown,Y&R
SETS...James McNaughton,ABC
ON THE AIR....November 1949
RATING.....Net Pulse 12.7

COMMERCIALS: Live - product display with Goodyear Dealer,Bernard Burke & Grayson of Goodyear, Douglas Gregory; film - live action made by John Sutherland Prods.

THE LITTLE REVUE - from WENR-TV Chicago to E&MW Nets; 8:30-9pm Sundays; SUSTAINING; Show features vocalists Bill Sherry & Gloria Van, dancer Nancy Doran, the Bill Webber Puppets, and Rex Maupin & Orchestra; PRODUCER-DIRECTOR - Greg Garrison,WENR; ON THE AIR - October 1949; RATING - Net Pulse 5.6.

CBS

AT HOME SHOW - from WCBS-TV to 9 Sta E&MW Nets; also 10 kinesc; 7:45-8pm Wednesdays; musical interlude with Earl Wrightson, the Norman Paris Instrumental Quartet, and guest girl vocalist; ON THE AIR - September 1949.

SPONSOR...C.H.Masland Rugs
AGENCY..And'n,Davis,Platte
SUPER....Victor Seydel,ADP
DIRECTOR..Frank Heller,CBS
WRITER.....Robert Bach
RATING.....Net Pulse 7.5

COMMERCIALS: Open & close animated film by Jerry Fairbanks; live middle by Wrightson.

CBS

BLUES BY BARGY - on WCBS-TV local;11-11:15pm Tuesdays; 9:45-10pm Thursdays; Pianist Jean Bargy sings and plays popular songs; PROD - Barry Wood,CBS; DIRECTOR - Alex Leftwich,CBS; Participation Sponsors change frequently.

BOB HOWARD SHOW - on WCBS-TV local; 6:45-7pm Mon-Fri; Pianist Bob Howard sings, plays, chats about sponsors' products and CBS-TV attractions for the evening; PRODUCER-Barry Wood,CBS; DIRECTOR - Frances Buss,CBS; Participating Sponsors change frequently.

FRED WARING SHOW - from WCBS-TV, Studio #3, to 13 Sta E&MW Nets; also 30 kinesc;9-10pm Sundays; Waring and complete company - orchestra, glee club, soloists.

SPONSOR...General-Electric	DIR...Robert Banner,Waring	SETS.....Howard Bay
AGENCY.....Young & Rubicam	WRITER..Jay Johnson,Waring	COSTUMES.....Brooks
PRODUCER..Lee Strahorn,Y&R	CHOREOG..Nadine Gae,Waring	ON THE AIR .....April 1949
PRODUCTION..approx $20,000	REHEARSAL..15hrs dry,9 cam	RATING.....Net Pulse 22.5

COMMERCIALS: 3 live - members of the company & announcer Bill Bivens in prod display.

PAUL ARNOLD SHOW - on WCBS-TV local; 7:15-7:30pm Monday-Friday; SUSTAINING;Guitarist Paul Arnold in rural songs and stories; PRODUCER - Barry Wood,CBS; DIRECTOR - Alex Leftwich,CBS; REHEARSAL - ½hr dry,½ cam; ON THE AIR - Oct 1949.

OPERA TELEVISION THEATER - from WCBS-TV to E&MW Nets; future times to be announced; Repertory company of guest conductors and singers with narrator & artistic director Lawrence Tibbett; SUSTAINING.

PRODUCERS...Henry Souvaine	TV DIRECTOR.Byron Paul,CBS	REHEARSAL..45hrs dry,7½ cam
Barry Wood,CBS	CASTING...Tibbett,Souvaine,	SETS..Richard Rychtarik,CBS
STAGER.....Boris Goldovsky	Goldovsky at Souvaine Off.	ON THE AIR.....January 1950

STRICTLY FOR LAUGHS - from WCBS-TV to E&MW Nets; 7-7:15pm Monday-Friday; SUSTAINING; Musical interlude with the Kirby Stone Quintet & guests; PRODUCER - Barry Wood,CBS; DIRECTOR - Leonard Valenta,CBS; REHEARSAL - ½hr dry,½ cam; ON THE AIR - November 1949.

TED STEELE SHOW - from WCBS-TV to E&MW Nets; 5-5:30pm Monday-Friday; SUSTAINING; All request musical with informal chatter; PRODUCER - Barry Wood,CBS; DIRECTOR - Ken Redford,CBS; ON THE AIR - July 1949; RATING - Net Pulse 3.5. Participating Sponsors.

DUMONT

AL MORGAN SHOW - from WGN-TV Chicago to E&MW Nets; 8:30-9pm Mondays; Pianist Al Morgan and trio play request numbers; DIRECTOR - Don Cook,WGN; ON THE AIR - November 1949; RATING - Net Pulse 6.7.

CAVALCADE OF BANDS - from WABD, Adelphi Theater, to 10 Sta E&MW Nets; also 8 kinesc; 9-10pm Tuesdays; twin program to "Stars" features name bands & guest variety acts;with MC Warren Hull.

SPONSOR....Whelans (in NY)	PROD....Milton Douglas,PAC	REHEARSAL....8hrs dry,5 cam
AGENCY....Product Adv Corp	DIRECTOR.Frank Bunetta,DuM	COSTUMES.....Brooks
PRODUCTION....approx $8000	CASTING.....M. Douglas,PAC	ON THE AIR.....January 1950

COMMERCIALS: Sponsored by Drug Store TV Prods, drug chains in 18 cities; local cut-ins at open, middle & close; 4 Film Spots on a rotating basis for 8 products; rotate between "Stars" and "Bands"; Johnson & Johnson, Serutan, Listerine, Heed, Fresh,Hudnut, Silver Star Blades & Yes Tissues.

DUMONT

DINNER DATE - from WABD to 5 Sta E&MW Nets; 8-8:30pm Saturdays; Vincent Lopez with vocalists Ann Warren, Lee Russell & guests; SUSTAINING; PROD-DIR - Harry Coyle,DuM; REHEARSAL - 2hrs dry,1 camera; ON THE AIR - January 1950; remote from Hotel Taft.

HAZEL SCOTT SHOW - on WABD local; 7:45-8pm Fridays; Pianist-songstress in a program of informal music; SPONSOR - Sitroux Tissues (26 Weeks); AGENCY - Franklin Bruck; SUPERVISOR - Stan Lee, Bruck; DIRECTOR - Barry Scheer,DuM; ON THE AIR - February 1950.

MARGARET JOHNSON - from WABD to 3 Sta E Net; 1:45-2pm Monday-Friday; Songs and piano; SUSTAINING; DIRECTOR - Larry White,DuM; ON THE AIR - Nov 1948.

VINCENT LOPEZ SHOW - from WABD to 4 Sta E&MW Nets; Mon, Tue & Thur; Lopez & Ray Barr play twin pianos, introduce guests, play tune based on letters of guest's or write-in's name; Participat'n- General Time Instruments; DIRECTOR - Richard Sandwick,DuM; ON THE AIR - November 1948.

NBC

EASY DOES IT - on WNBT local; 6:30-6:55pm Monday-Friday; Music and interviews with singer Francie Lane & pianist-singer Johnny Andrews; PRODUCER - Alan Handley,NBC; DIRECTOR - Bill Warwick,NBC; WRITER - Handley; REHEARSAL - 1½hrs dry, 1½ camera; ON THE AIR - November 1948; Participa'ns - Lysol, American Cigarette & Cigar, Swanson Canned Chicken, A&P, Celanese Corp.

MOHAWK SHOWROOM - from WNBT to 18 Sta E&MW Nets; also 18 kinesc; 7:30-7:45pm Mon,Wed and Fri; singer-pianist Roberta Quinlan & the Harry Clark Instrumental Trio with guests;

SPONSOR.....Mohawk Carpets	PROD.....Victor McLeod,NBC	ON THE AIR.....May 1949
AGENCY.....George Nelson	DIRECTORS....Doug Rodgers, Clark Jones,NBC	RATINGS.....Net Pulse 11.0 NYC Pulse 9.0 (10)
PRODUCTION....approx $7500		

COMMERCIALS: Live integrated, product display with announcer Bob Stanton.

OPERA SERIES - from WNBT to E&MW Nets; future times to be announced; SUSTAINING; opera series in English, produced by NBC's opera department; ARTISTIC DIRECTOR-CONDUCTOR & CASTING - Peter H. Adler,NBC; TV DIRECTOR - Charles Polacheck,NBC; SETS - William Smith,NBC; COSTUMES - Rose Bogdanoff,NBC; REHEARSAL - 2 wks dry,8 hrs camera; ON THE AIR - January 1950.

SUPPER CLUB - from WNBT to 19 Sta E&MW Nets; 17 kinesc; 8-8:30pm Sundays; singer-MC Perry Como with the Fontane Sisters and celebrity guests; Mitchell Ayers Orch.

SPONSOR.....Chesterfields	PRODUCER.....Bob Moss,C&W	SETS & COSTUME.K.Vincent,C&W
AGENCY..Cunningham & Walsh	DIRECTOR..Joe Cavalier,NBC	ANNOUNCER.....Martin Block
SUPER....Randy Dunnell,C&W	CASTING.....Bob Moss,C&W	ON THE AIR....December 1948
PRODUCTION..approx $10,000	REHEARSAL...7hrs dry,7 cam	RATING.....Net Pulse 12.4

COMMERCIALS: Open & close- flip cards, voice over by Block; Middle - live integrated with Como, Block and cast, includes a singing commercial.

VOICE OF FIRESTONE - from WNBT to 19 Sta E&MW Nets; also 1 kinesc; 8:30-9pm Mondays; Simulcast with regular guests Eleanor Steber, Christopher Lynch & others.

SPONSOR.....Firestone	DIRECTOR...Clark Jones,NBC	ON THE AIR.....October 1949
AGENCY.Sweeney & James,Akron	PRODUCTION.approx $2500(TV)	RATING.....Net Pulse 13.3

COMMERCIALS: live with announcer Hugh James; film - middle and close, live action and animated, direct recording made by Murphy-Lillis.

WOR

AL SIEGEL'S MUSIC SHOP - on WOR-TV local; 7:30-8pm Thursdays; SUSTAINING; musical variety show features pianist Al Siegel, orchestra and The Heathertones, singers; Pkgr-Ken Later; DIRECTOR & WRITER - Edward Reveaux; ON THE AIR - October 1949; AVAILABLE - $1750 inc time.

JEROME HINES SHOW - on WOR-TV local; 6:15-6:30pm Saturdays; operatic basso sings popular songs, introduces guests; with pianist Milton Kaye; DIRECTOR - Mende Brown,WOR; ON THE AIR - December 1949; AVAILABLE - $750 inc time; $150 per participation.

OPERA CONCERT - on WOR-TV local; 8-8:30pm Tuesdays; SUSTAINING; operatic selections with guest soloists & Sylvin Levin & the WOR Orchestra; DIRECTOR - Frank McCarthy; REHEARSAL - 2hrs dry,1½ camera; ON THE AIR - December 1949.

WPIX

THE ART FORD SHOW - on WPIX local; 10:30-11:30pm Fridays; with Art Ford and recording artist guests; DIRECTOR & CASTING - Cledge Roberts, PIX; REHEARSAL - 2 hrs dry; ON THE AIR - May 1949; Participat'ns- Metro Washers, Acme Refrigerators, Famous Vacuum,House of Myers, Window Specialties; AVAILABLE - $700 inc time; $150 per participation.

GAIL AND BILL - on WPIX local; 7:15-7:30pm Monday-Friday; SUSTAINING; popular songs by Gail Meredith & Bill Harrington, with phone calls to viewers & requests; DIRECTOR-Edward Stasheff,PIX; ON THE AIR - January 1950; AVAILABLE - $125 per show; $350 for 5; (plus Class A Time); or $200 per participation.

SHAMROCK TIME - on WPIX local; 7:45-8pm Tuesday; SUSTAINING; features Irish songs, dances and stories with Judge Matt Troy & guests; DIRECTOR - Edward Stasheff,PIX; ON THE AIR - January 1950.

SONG PARADE - on WPIX local; 8-8:15pm Wednesday; also slotted at various other times; SUSTAINING; musical show with guest instrumentalists; DIRECTOR - Clay Yurdin,PIX; ON THE AIR - September 1949; AVAILABLE - $125 per participation.

TALENT SHOWS

ABC

HOLLYWOOD SCREEN TEST - from WJZ-TV to 12 Sta E&MW Nets; also 20 kinesc; 7:30-8pm Sat; MC Neil Hamilton introduces 3 professional neophytes - 2 dramatic, in scenes with a guest star, and one vocalist; CO-SPONSORS - Best Foods in NYC only thru B&B; Duffy-Mott on 7 Sta thru Y&R, cooperatively.

PACKAGER.....Lester Lewis
PROD & CASTING.....Lewis
SUPERVISOR....C.Fisher,B&B
AVAILABLE.....approx $3000
co-op 45% local rate card

DIRECTOR....Alex Segal,ABC
WRITERS....Alton Alexander and Freelance
SCRIPT ED.....L. Lewis
REHEARSAL..11hrs dry,3 cam

SCRIPTS.....$75 for 5½ min
SETS.....Bob Bright,ABC
COSTUMES.....Brooks
ON THE AIR.....Fall 1948
RATING.....Net Pulse 11.9

COMMERCIALS: 4 Film - live action, voice over made by Sound Masters for Presto Cake Flour, Nucoa, Hellman's Mayon H-O Oat Meal; out-of-town - cut-ins for Mott's Apple Juices & Jellies.

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ABC

WHITEMAN'S TV TEEN CLUB - from WFIL-TV Philadelphia to 10 Sta E&MW Nets; also 4 kinesc; 8-9pm Saturdays; Paul Whiteman and daughter Margo MC teen-age variety talent at the Phila arena; acts are judged by a jury of 12 teen-agers; chorus of 150 voices led by Skippy Dawson; picks up sponsor for second ½hr, March 4; (26 weeks).

SPONSOR.Griffin Shoe Polish
AGENCY..Birmingham,Castleman & Pierce
PRODUCTION....approx $8000
SUPER.....John McNeil,BC&P
PRODUCER..Robert Doyle,ABC
DIRECTOR..Herb Horton,WFIL
WRITER.....Ben Martin
CASTING..Al Cohan,at 7 W.66
ANNOUNCER.....Fred Webber
ON THE AIR.....May 1949
RATING.....Net Pulse 17.0

COMMERCIALS: Open & close "Time To Shine" theme by chorus; live integrated sketch & shoe-shine kit giveaway to contestants.

CBS

ARTHUR GODFREY'S TALENT SCOUTS - from WCBS-TV to 8 Sta E&MW Nets; 8:30-9pm Mondays; simulcast; variety acts are rated by audience applause with winner getting spot on Godfrey's AM morning show.

SPONSOR.Lipton's Tea & Soups
AGENCY.....Young & Rubicam
SUPER.....David Levey,Y&R
PRODUCTION...app $2500(TV)
PROD...Jack Carney,Godfrey
DIRECTOR....David Rich,CBS
CASTING...Esther Stoll,CBS
REHEARSAL.....3 hrs camera
MUSIC..Archie Bleyer & Orch
ON THE AIR....December 1948
RATINGS...Net Pulse 39.3(3)
NYC Pulse 39.5(4)

COMMERCIALS: 2 - live integrated by Godfrey.

THE SHOW GOES ON - from WCBS-TV to E&MW Nets; 8-9pm Thursdays; SUSTAINING; Robert Q. Lewis interviews prospective talent buyers & introduces variety acts to them; sound is taped for AM show; PRODUCER - Lester Gottlieb,CBS; DIRECTOR - Alex Leftwich,CBS; WRITER - Lou Meltzer; MUSIC - Ray Bloch & Orchestra; ON THE AIR - January 1950; CASTING - Lewis & Gottlieb; AVAILABLE - approx $12,500 for TV.

NBC

HARRY HERSHFIELD'S TALENT SEARCH - on WNBT local; 10:30-11pm Wednesdays; amateur talent chosen from eliminations at local RKO theaters; 5 week winners compete for prize of week's engagement at Palace; with MC Harry Hershfield; SPONSORS - Vim Electric & Bruno NY (for RCA-Victor); AGENCY - Arnold Cohan; PKGR-PROD - Kermit Schafer; DIR - Doug Rodgers,NBC; CASTING - applications at Vim Stores & RKO theaters; MUSIC - Lew White; ON THE AIR - February 1950.

ORIGINAL AMATEUR HOUR - from WNBT to 22 Sta E&MW Nets; also 4 kinesc; 10-11pm Tuesday; MC Ted Mack introduces variety acts; winner is brought back following back; 3 time winners compete in end of year run-off; scholarship prizes; SPONSOR - Old Gold; AGCY-Lennen & Mitchell; SUPER - Larry Holcomb,L&M; PACKAGER - Reemack Prods; PROD - Lou Goldberg, Reemack; DIRECTOR - Lloyd Marks,Reemack; CASTING - Goldberg, Marks & Wanda Ellis, at Reemack; REHEARSAL - 2hrs dry,4 camera; RATING - Net Pulse 25.7; ON THE AIR-January 1948; PRODUCTION - approx $3500; COMMERCIALS: Open,middle & close - live with dancing cigarette pack and announcer Dennis James.

WOR

TALENT PARADE - on WOR-TV local; 8-9pm Thursdays; talent winners of contests held at local Skouras & Century theaters compete for grand prize of trip to Hollywood & screen test; with Host Tiny Ruffner; PACKAGER - Gainsborough Assoc; PRODS - Nick John Matsoukas of Skouras & Mike Jablons of Gainsborough; DIRECTOR - Nat Rudick of Gainsborough; ON THE AIR - February 1950; AVAILABLE - app $3500 inc time; $250 per participation.

WPIX

TOURNAMENT OF MUSIC - on WPIX local; 7:30-8pm Wednesdays; SUSTAINING; instrumentalists and vocalists vie for top honors in program conducted by Ving Merlin; DIRECTOR - Alex Courtney,PIX; ON THE AIR - February 1950.

INTERVIEW SHOWS

ABC

THE FITZGERALDS - on WJZ-TV local; 7:30-8pm Wednesdays and Fridays; similar to their morning radio program, Ed & Pegeen Fitzgerald interview;PARTICIPATIONS - Chevrolet, Wonder Lawn Seeds, Sprat Dog Food; PROD-DIRS - Fred Carr, Alex Segal,ABC; ON THE AIR-August 1948; AVAILABLE - $200 per participation.

CBS

CANDID CAMERA - from WCBS-TV to 15 Sta E&MW Nets; 9-9:30pm Mondays; Allen Funt's candid film sequences with celebrity guests & the "unaware" participants of the film; SPONSOR - Philip Morris; AGENCY - Biow; SUPERVISOR - Frank Higgins,Biow; PRODUCER - Allen Funt; DIRECTOR - Richard Goode,Funt; REHEARSAL - 2hrs dry,1 camera; SETS - Gil Hancocks,CBS; ON THE AIR - May 1949; RATING - Net Pulse 21.1; COMMERCIALS: Unrehearsed candid films with unsolicited testimonials; also live by Ken Roberts.

FAYE EMERSON SHOW - on WCBS-TV local; 11-11:15pm Mondays; Faye Emerson interviews guests and comments on news; SPONSOR - Arnold Bread(replaced Ansonia Jan 23); AGENCY-Benton & Bowles; SUPERVISOR - Herb Leder,B&B; PACKAGER - Hardie Frieberg Prods; PRODUCER - Hardie Frieberg; DIRECTOR - Oliver Barbour,B&B; ON THE AIR - October 1949; COMMERCIALS: Live with Neva Patterson in product display.

GLAMOUR-GO-ROUND - from WCBS-TV to 8 Sta E&MW Nets; 9:30-9:45pm; Ilka Chase interviews celebrities; with pianist Billy Nalle; SPONSOR - Harriet Hubbard Ayer for cosmetics; AGENCY - Federal; SUPERVISOR - Francis Barton,Federal; PACKAGER - Teleshows; DIRECTOR - Robert Mayberry of Teleshows; ON THE AIR - February 1950.

IN THE FIRST PERSON - from WCBS-TV to 8 Sta E&MW Nets; 7:15-7:30pm Saturdays; SUSTAINING; Quincy Howe interviews authors of recent best sellers; PRODUCER - Leon Levine, CBS; DIRECTOR - John Peyser,CBS; ON THE AIR - March 1949; AVAILABLE - approx $1050.

DUMONT

ELOISE SALUTES THE STARS - on WABD local; 7:30-7:45pm Tuesdays; interview program with Eloise McElhone & 3 celebrity guests; SPONSOR - Doeskin Products; AGENCY - Federal; PACKAGER-PRODUCER - Lester Lewis; DIRECTOR - Pat Fay,DuM; SUPERVISOR - Francis Barton, Federal; CASTING - Lester Lewis; REHEARSAL - 1hr dry,1 cam; ON THE AIR - November '49; COMMERCIALS: Live product display by actress representing "Dotty Doe"-open,middle,close.

MAN ON THE STREET - from WABD to 3 Sta E Net; 1:30-1:45pm Monday-Friday; SUSTAINING; Dan Peterson interviews people at 53rd Street & Madison Avenue; DIRECTOR - Richard Sandwick,DuM; ON THE AIR - November 1948.

MANHATTAN SPOTLIGHT - from WABD to 2 Sta E Net; 7:30-7:45pm Mon, Wed, Thur, Fri; With Chuck Tranum interviewing personalities, demonstrating hobbies, discussing educational subjects,etc; SPONSOR (Mondays) - Dictaphone Corp; AGENCY - Young & Rubicam; SUPERVISOR - Beverly Smith,Y&R; PRODUCER - Verne Tranum; DIRECTOR - Pat Fay,DuM.

NBC

WE THE PEOPLE - from WNBT to 18 Sta E&MW Nets; also 12 kinesc; 8:30-9pm Fridays;Simulcast with MC Dan Seymour interviewing interesting personalities; film & sketches used for visual story; SPONSOR - Gulf Oil; AGENCY - Young & Rubicam; SUPERVISOR - Dan Seymour,Y&R; PRODUCER-DIRECTOR - James Sheldon,Y&R; WRITER-EDITORS - Seymour & Sheldon; RESEARCH - Ed Frank,Y&R; FILM SUPERVISOR - Larry Roemer,Y&R; MUSIC - The Oscar Bradley Orchestra; REHEARSAL - 5hrs dry,5 camera; ON THE AIR - June 1948; RATING - Net Pulse 17.1; PRODUCTION - approx $2500 for TV; COMMERCIALS: Live from a service station set, slides, and film spots with voice over by Dan Seymour.

BEN GRAUER SHOW - from WNBT to 5 Sta E&MW Nets; also 8 kinesc; 11-11:15pm Tuesdays; MC Ben Grauer interviews interesting people of the book world; SPONSOR - Doubleday; AGENCY - Huber Hoge & Son; PRODUCER-WRITER - Jack Munhall,Huber Hoge; DIRECTOR - Alan Neuman,NBC; COMMERCIALS: Live integrated by Grauer for Doubleday book promotions.

WENDY BARRIE SHOW - from WNBT to E&MW Nets; 7:30-7:45pm Tues & Thur; (switched from ABC Feb 21; replaces "Melody,Harmony & Rhythm); interview show with celebrity guests; PACKAGER - Martin Goodman Prods; PRODUCER - Martin Goodman; DIRECTOR - Alan Neuman,NBC;

WOR

DINNER AT SARDI'S - on WOR-TV local; 7:30-8pm Wednesdays; SUSTAINING; MC Bill Slater in celebrity interview program; PACKAGER - Marlo Lewis; PRODUCERS - Marlo & Mina Bess Lewis; DIRECTOR - Gary Stevens; ON THE AIR - October 1949; AVAILABLE - $1500 inc time; $250 per participation.

WPIX

CITY HALL - on WPIX local; 7:15-7:30pm Saturdays; John Crosson of the Daily News interviews city officials & comments on municipal government; SPONSOR - Uniform Fireman's Assoc; DIRECTOR - Peggy Gannon,PIX; ON THE AIR - March 1949; PRODUCTION - approx $500.

JIMMY JEMAIL - on WPIX local; (Sports P32)interviews with sports personalities from Eastern Parkway Arena; ON THE AIR - February 1950; PARTICIPATION - Hammer Beverages.

LITTLE OLD NEW YORK - on WPIX local; 7:30-8pm Mondays; Ed Sullivan interviews personality guests; PARTICIPATION - Pall Malls(SSC&B); DIRECTOR - Clay Yurdin,PIX; MUSIC - Lou Ames; AVAILABLE - $250 per show (not inc time); $200 per participation.

SPEAKING OF TELEVISION - on WPIX local; 6:35-6:45pm Sunday-Friday; Lola Montez interviews television personalities, gives television news; DIRECTOR - Edward Stasheff,PIX; CASTING - Warren Wade & Lola Montez at PIX; ON THE AIR - February 1950.

EXPOSITION SHOWS

ABC

CRUSADE IN EUROPE - on WJZ-TV local; 7:30-7:55pm Sundays; filmed history of World War II in Europe; compiled & edited by March Of Time with 20th Century-Fox; SPONSOR-Bowery Savings Bank (13 weeks); AGENCY - Edwin Bird Wilson; PRODUCER - Richard de Rochemont; EDITOR - Arthur Tourtellot; TV ADAPTOR - Fred Feldkamp; PACKAGER - March Of Time; NARRATORS - Westbrook Van Voorhis & Maurice Joyce; ON THE AIR - May 1949; local sponsors in other cities. This is the second round of showings.

ABC

EUROPE TODAY - on WJZ-TV local; 7:55-8pm Sundays; SUSTAINING; Ted Malone narrates over film showing cities mentioned in "Crusade In Europe" as they are today; PACKAGER - Ted Lloyd; DIRECTOR - Priscilla Lombard,ABC.

KIERAN'S KALEIDOSCOPE - on WJZ-TV local; 7:15-7:30pm Thursdays; SUSTAINING; John Kieran in a nature series produced on film by Int'l Tele-Film; PRODUCER - Paul F.Moss; ON THE AIR - March 1949; Available on Spot basis in other cities.

LOOKA HERE - on WJZ-TV local; 7:15-7:30pm Wednesdays; SUSTAINING; on film; camera views of NY life with songs & commentary by Ray Heatherton; PRODUCER - James P. Ellis, in association with John Fields; DIRECTOR - Charles Bishop,ABC; ON THE AIR - January 1950.

CBS

COMMAND POST - from WCBS-TV to 10 Sta E&MW Nets; 8-9pm Tuesdays; program uses Signal Corps films and live sequences to teach army tactics and combat methods to Army Reserve members who will view program from Reserve Corps meetings in various cities; SPONSOR - US Army; Coordinating Producer - Giles O'Connor; DIRECTOR - Sean Dillon.

YOU ARE AN ARTIST - (switched from NBC,11-11:15pm Tues, Feb 6) - from WCBS-TV to 7 Sta E&MW Nets; 11-11:15pm Mondays; (not shown in NYC); on WCBS-TV local; 11:15-11:30pm Mondays; Jon Gnagy in art demonstration series; SPONSOR - Doubleday; AGENCY - Huber Hoge & Son; SUPERVISOR - Jack Munhall, Huber Hoge; Integrated commercials for sponsor.

DUMONT

TIME FOR REFLECTION - on WABD local; 5:45-5:55pm Monday-Friday; SUSTAINING; poems and anecdotes narrated by Fred Scott; PRODUCER-DIRECTOR - Bob Loewi,DuM; ON THE AIR - November 1949.

NBC

ARMED FORCES HOUR - from WNBW Washington to 20 Sta E&MW Nets; 5-5:30pm Sundays; program tells story of the unification of the nation's armed forces with charts, maps & film sequences; produced by the Department of Defense; DIRECTOR - Charles Christensen, WNBW; ON THE AIR - October 1949; RATING - Net Pulse 4.5.

NATURE OF THINGS - from WPTZ Philadelphia to E Net; 3:45-4pm Sundays; SUSTAINING; Dr. Roy K. Marshall in practical demonstrations of science using laboratory equipment, drawings, charts,etc; ON THE AIR - January 1949; RATING - Net Pulse 4.5.

WOR

MAGIC IN THE AIR - on WOR-TV local; 8:30-9pm Thursdays; SUSTAINING; MC Dick DuBois in variety program with guests in feats of magic; PRODUCER - Robert Novak; DIRECTOR - Mende Brown,WOR; ON THE AIR - October 1949; AVAILABLE - $1500 inc time; $250 per par.

Q-Ball Championships - on WOR-TV local; 8:30-9pm Fridays; demonstrations & contests of the Belgian billiard game which utilizes a small table with standard sized cues and balls; SPONSOR - Q-Ball Company; AGENCY - Blaine-Thompson; PRODUCER-DIRECTOR - Marlo Lewis, Blaine-Thompson; ON THE AIR - February 1950.

WPIX

OPERATION MAVERICK - on WPIX local; 8-8:15pm Wednesdays; SUSTAINING; activities of the Army Organized Reserve Corps; PRODUCER-WRITER - Howard Whitman; DIRECTOR - Edward Stasheff,PIX; ON THE AIR - January 1950.

THIS IS YOUR CITY - on WPIX local; 8-8:30pm Thursdays; SUSTAINING; civic programs prepared by the NYC Television Unit; with film sequences; PRODUCER - Clifford Evans; DIRECTOR - Edward Stasheff,PIX; WRITER - Ben Kerner; ON THE AIR - September 1949.

AUDIENCE PARTICIPATION

ABC

AUCTION-AIRE - from WJZ-TV to 8 Sta E&MW Nets; 9-9:30pm Fridays; MC Jack Gregson presides over viewer and audience participation auction; participants bid for a variety of articles with sponsor's food product labels; SPONSOR - Libby, McNeill & Libby; AGENCY - J.Walter Thompson; PACKAGER - Masterson, Reddy & Nelson; SUPERVISOR - John Reddy; PRODUCER - Charles Brown,MR&N; DIRECTOR - Edward Nugent,ABC; WRITER - Don Ross, MR&N; REHEARSAL - 4 hrs camera; ON THE AIR - September 1949; RATING - Net Pulse 10.9; COMMERCIALS: live - product demonstration with domestic sketch lead-in;annc'r Glen Riggs.

A COUPLE OF JOES - from WJZ-TV to E&MW Nets; 8-8:30pm Fridays; MC Warren Hull & Mike Reilly & his orchestra in a musical show with viewer participation quiz; SUSTAINING; PACKAGER - World Video; PRODUCER & WRITER - Ed Kenner,WV; DIRECTOR - Edward Nugent, ABC; REHEARSAL - 2hrs dry,2 camera; ON THE AIR - August 1949; RATING - Net Pulse 3.7; recent time switch from Wednesdays; format - stump the orch. with musical identifica.

STOP THE MUSIC - from WJZ-TV to 23 Sta E&MW Nets; 8-9pm Thursdays; giveaway show with MC Bert Parks calling viewers to identify "mystery melody" and other song titles enacted or sung by Betty Ann Grove, Estelle Loring, Jimmy Blaine & variety acts.

SPONSORS....Admiral(1st ½)	PACKAGERS..Cowan & Goodson	MUSIC.....Harry Salter Orch
Old Gold(2nd ½)	PROD..Chas Henderson,Cowan	CARTOONS.Charles Luchsinger
AGENCIES.Kudner for Admiral	SUPER....Hugh Brown,Kudner	CHOREOGRAPHY..Tony Charmoli
Lennen & Mitchell-Old Gold	Larry Holcomb,L&M	PUBLICITY.....David Alber
STAGER.Mitzi Mayfair,Cowan	Alfred Hollander,Cowan	ANNC'RS..D.James,K.Williams
TV DIR....Robert Doyle,ABC	CASTING.Henderson at Cowan	ON THE AIR.....May 1949
PRODUCTION..app $5000 (½hr)	REHEARSAL.26hrs dry,12 cam	RATING....Net Pulse 31.6(7)

COMMERCIALS: Admiral - live with product demonstration by announcer Ken Williams; Old Gold - dancing cigarette package & match box and live monologue by Dennis James.

CBS

JOHN REED KING SHOW - On WCBS-TV local (was on WOR-TV); 7:30-8pm Saturdays; audience participation giveaway with MC King and singer Carol Coleman with instrumental trio; SPONSOR - Flagstaff Foods; AGENCY - Weiss & Geller; SUPERVISOR - Ernest Byfield Jr, Weiss & Geller; DIRECTOR - Alan Dinehart,CBS; ON THE AIR - October 1949; switched from WOR-TV February 11 1950.

NBC

BREAK THE BANK - from WNBT to 18 Sta E&MW Nets; 10-10:30pm Wed;MC Bert Parks presides over quiz with amount of contestants' winnings added to $1000 bank.

SPONSOR.....Bristol-Myers	PACKAGER.....Ed Wolf Assoc	WRITERS.....Joseph Kane &
AGENCY....Doh,Cliff & Shen	DIRECTORS..Jack Rubin,Wolf	Herb Wolf
SUPER....C. McCracken,DC&S	Craig Allen,NBC	ON THE AIR.....January 1949
PROD.....approx $2500(TV)	REHEARSAL.....2 hrs camera	RATING.....Net Pulse 23.5

COMM: Ipana - live dramatic sketch with product display; Vitalis - live action & animated film with voice over; films made by Film Graphics,Ted Nemeth;annc'r-Bud Collyer.

NBC

COLLEGE OF MUSICAL KNOWLEDGE - from WNBT to 20 Sta E&MW Nets; also 9 kinesc; 9-10pm Thursdays; music, comedy and audience participation quiz with MC Kay Kyser, singers Sue Bennett, Liza Palmer, Michael Douglas, The Honeydreamers, and Ish Kabibble, Ben Grauer & Dr. Roy K. Marshall.

SPONSOR.....Ford Dealers	WRITERS.....Art Handley & Robert Quigley	MUSIC.....Carl Hoff
AGENCY...J.Walter Thompson		SETS...Larry Goldwasser,JWT
PACKAGER.....MCA	CHOREOGRAPHY....Fred Kelly	ANNOUNCER.....Ben Grauer
PROD-DIR.Seymour Kulik,JWT	CASTING.David Susskind,MCA	ON THE AIR....December 1949
ASS'T.Perry Lafferty,Kyser	REHEARSAL.20 hrs dry,7 cam	RATING.....Net Pulse 16.7

COMMERCIALS: Open - film, live product display with voice over by Grauer made by Audio Prods; middle - live with Dr. Roy Marshall in scientific demonstration; close - film, live action product display made by Frank Donovan Associates.

PANEL QUIZ SHOWS

ABC

CELEBRITY TIME - from WJZ-TV to 19 Sta E&MW Nets; also 3 kinesc; 10-10:30pm Sundays; panel quiz with moderator Conrad Nagel, Ilka Chase, John Daly in entertainment quiz; guest celebrity talent performs; prize money donated to charity; SPONSOR - B.F.Goodrich Rubber; AGENCY - BBD&O; SUPERVISOR - Larry Algeo,BBD&O; PACKAGER - World Video; PRODUCER - Martin Ritt,WV; DIRECTOR - Fred Carr,ABC; WRITERS - Lee Rogow, Larry Markes, Bill Jacobson; CASTING - Henry White,WV; REHEARSAL - 7hrs dry,3 camera; ON THE AIR - November 1948; RATING - Net Pulse 12.2; PRODUCTION - approx $3500; COMMERCIALS; film-live action & animated with voice over made by Universal; live product display with announcer Bill Hamilton.

THINK FAST - from WJZ-TV to 4 Sta E&MW Nets; also 10 kniesc; 8-8:30pm Sundays;SUSTAINING; Dr. Mason Gross with panel of 5 including Leon Janney, Eloise McElhone, David Broekman, George Hamilton Combs & guest, challenge each other with quiz questions in an effort to ascend a "throne" and be mental "king of the hill"; PACKAGER - Robert Jennings; DIRECTOR - Court Steen,ABC; CASTING - Marvin Levy,Jennings; ON THE AIR - March 1949; RATING - Net Pulse 4.6; AVAILABLE - approx $2000.

MAJORITY RULES - from WENR-TV Chicago to E&MW Nets; 8-8:30pm Thursdays; SUSTAINING; panel quiz with guest celebrities; PACKAGERS - Dawson & Gingrich; PRODUCER-DIRECTOR-Fred Killian,WENR; ON THE AIR - September 1949.

CBS

PANTOMIME QUIZ - on WCBS-TV local; via kinesc from KTTV Hollywood; 10-10:30pm Sundays; features Vincent Price, Frank De Vol & Hans Conreid pitted against guest team of motion picture celebrities; SPONSOR - Chevrolet Dealers; AGENCY - Campbell-Ewald; SUPERVISOR - John Coleman,C-E; PACKAGER - Stokey-Ebert, Hollywood; PRODUCER-MC - Mike Stokey; ON THE AIR - October 1949.

WHAT'S MY LINE - from WCBS-TV to E&MW Nets; 8-8:30pm every-other-Thursday; (alternates with "Show Goes On"); panel quiz in which attempt is made to guess the occupations of studio contestants; with MC John Daly, and panel members Louis Untermeyer & Dr.Richard Hoffman; PRODUCER - Gil Fates,CBS; DIRECTOR - Paul Munroe,CBS; PACKAGER - Todman-Goodsson; ON THE AIR - February 1950.

NBC

LEAVE IT TO THE GIRLS - on WNBT local; 7-7:30pm Sundays; moderator Maggi McNellis & panel of women in verbal battle of sexes with one male guest; SPONSOR(started Feb 19)-Regent Cigarettes; AGENCY - Brooke, French, Smith & Dorrance; SUPERVISOR - Harry Pengel,BFS&D; PACKAGER-PRODUCER - Martha Rountree; PRODUCTION SUPERVISOR - Joan Sinclaire, of Rountree; DIRECTOR - Craig Allen,NBC; ON THE AIR - April 1949;RATING-Net Pulse 10.9.

LIFE BEGINS AT EIGHTY - from WNBT to E&MW Nets; 9:30-10pm every-other-Friday;alternates with "Big Story"; panel of 3 men and 2 women, all over 80 years old, discuss everyday problems sent in by viewers; moderator Jack Barry; PACKAGER-PRODUCER - Jack Barry; DIRECTOR - Doug Rodgers,NBC.

QUIZ KIDS - from WNBQ Chicago to 17 Sta E&MW Nets; 8-8:30pm Fridays; moderator Joe Kelly and panel of quiz kids answer questions sent in by viewers; SPONSOR - Alka Seltzer; AGENCY - Wade, Chicago; DIRECTOR - John Llewellyn,WNBQ; ON THE AIR - June 1949; RATING - Net Pulse 7.7.

SAY IT WITH ACTING - on WNBT local; 6:30-7pm Sundays; cast of two Broadway shows in charade contest with winning cast held over; with MC Ben Grauer; SPONSOR - J.B.Williams for Shaving Creams & Aqua Velva; AGENCY - J.Walter Thompson; PACKAGER - West Hooker; PRODUCER - Keith Thomas,Hooker; DIRECTOR - Bill McCarthy,JWT; ANNCUNCER- Lionel Rico; ON THE AIR - December 1948; COMMERCIALS: Film - live action with voice over by Rico, made by Bert Lawrence; product giveaway to contestants. PRODUCTION - approx $1100.

WHO SAID THAT - from WNBT to 19 Sta E&MW Nets; also 35 kinesc; 10:30-11pm Mondays; MC Bob Trout puts quotes to panel composed of John Cameron Swayze & 3 guests; PRODUCER-DIRECTOR - Clarence Thoman,NBC; WRITER-CASTING - Fred Freindly,NBC; ON THE AIR - Feb 1949; RATING - Net Pulse 8.5; AVAILABLE - local co-op. PRODUCTION - approx $2500.

WOR

TWENTY QUESTIONS-on WOR-TV local;8-8:30pm Fri; also on 12 Sta E&MW Nets of ABC-TV (not seen on WJZ-TV local) starting March 31; sound is tape recorded for AM show; with MC Bill Slater & permanent panel - Fred Vandeventer, Florence Renard, Herb Polesie,Johnny McFee with guest who must identify person, place or thing in twenty questions;SPONSOR-Ronson Art Metal Works (local & net); AGENCY - Grey; PRODUCER - Jack Wyatt of Grey; DIRECTOR - Roger Bower,WOR; ON THE AIR - November 1949.

WPIX

GUGGENHEIM - on WPIX local; 8-8:30pm Thursdays; SUSTAINING; video version of the famous word game with MC John K. McCaffery and guest contestants; PRODUCER-PACKAGER-Addison Smith; DIRECTOR - Clay Yurdin,PIX; ON THE AIR - January 1950; AVAILABLE - $450 per show (not inc time); $200 per participation.

FORUMS

ABC

AUTHOR MEETS THE CRITICS - from WJZ-TV to 3 Sta E&MW Nets; also 6 kinesc; 9:30-10pm Thursdays; sound taped for AM show; SUSTAINING; John K. McCaffery & panel debate the virtues of a literary work; PACKAGER - Martin Stone; SUPERVISOR - Harriet Halsband of Stone; DIRECTOR - Charles Powers,ABC; REHEARSAL - 1hr camera; ON THE AIR - July 1947; RATING - Net Pulse 7.0; AVAILABLE - approx $2300 for TV.

ABC

ON TRIAL - from WJZ-TV to E&MW Nets; 8-8:30pm Wednesdays; SUSTAINING; two lawyers and two witnesses debate a topic of current interest; PRODUCER - ABC Public Affairs Dept; DIRECTOR - Charles Powers,ABC; EDITOR - David Levitan,NY Bar Assoc; ON THE AIR - March 1949; RATING - Net Pulse 9.0; AVAILABLE - approx $3000.

CBS

CAPITOL CLOAKROOM - from WOIC Washington to E&MW Nets; 10:30-11pm Fridays;SUSTAINING; simulcast with Eric Sevareid, Griffing Bancroft & Willard Shadel,CBS correspondents, and one guest in news of the day forum; PRODUCER-DIRECTOR - Lewis Shollenberger,CBS; SUPERVISOR - Leon Levine,CBS; ON THE AIR - November 1949; RATING - Net Pulse 5.1.

OVERSEAS PRESS CLUB - from WCBS-TV to 6 Sta E&MW Nets; 5-5:30pm Sundays; SUSTAINING; topics of current interest are discuessed by chairman Quincy Howe & 3 guest newsmen; PRODUCER - Leon Levine,CBS; DIRECTOR - Clarence Schimmel,CBS; ON THE AIR - Oct 1949; RATING - Net Pulse 5.2.

PEOPLE'S PLATFORM - from WCBS-TV to 10 Sta E&MW Nets; 10-10:30pm Fridays; opens with two minute sketch presenting problem of public interest; followed by debate between two guests with moderator Charles Collingwood,CBS; SPONSOR - Household Finance Corp; AGENCY - LeValley,Chicago; PRODUCER - Leon Levine,CBS; DIRECTOR - John Peyser,CBS; WRITER - Marsha Durant; ON THE AIR - August 1948; RATING - Net Pulse 8.6;COMMERCIALS: live - open, middle and close with announcer.

DUMONT

COURT OF CURRENT ISSUES - from WABD to 8 Sta E&MW Nets; 8-9pm Tuesdays; SUSTAINING; discussion of current affairs with prominent people playing court roles in a courtroom setting; jury,made up of civic group,vote at close; PACKAGER-PRODUCER - Irving Sulds; DIRECTOR - David Lowe,DuM; ON THE AIR - February 1948; RATING - Net Pulse 2.6.

NBC

AMERICAN FORUM OF THE AIR - from WNBW to E&MW Nets; 7-7:30pm Saturdays; SUSTAINING; sound taped for AM show; discussion of significant issues by public figures; PACKAGER-MODERATOR - Theodore Granik; PRODUCER - Betty Penvel for Granik; ON THE AIR - Oct 1949; RATING - Net Pulse 3.4.

MEET THE PRESS - from WNBT to E Net; 4:30-5pm Sundays; SUSTAINING; with Martha Rountree as moderator, 4 guest newsmen conduct a press conference with prominent guest; PKGR-PRODUCER - Martha Rountree; DIRECTOR - Clarence Thoman,NBC; RATING - Net Pulse 6.3; AVAILABLE - approx $3000.

TODAY WITH MRS. ROOSEVELT - from WNBT to E&MW Nets; 4-4:30pm Sundays; SUSTAINING;interview and discussion program from the Hotel Sheraton; with Mrs. Roosevelt as hostess to dignataries who discuss topical question; MC Ben Grauer; PACKAGERS - Elliott Roosevelt & Martin Jones; PRODUCER - Roger Muir,NBC; DIRECTOR - Doug Rodgers,NBC.

WPIX

VOICE OF THE PEOPLE - on WPIX local; 8:15-9pm Thursdays; SUSTAINING; moderator Lowell Limpus presides over panel of guests & jury of people who have written best letter to "Voice Of the People" column in the Daily News; SPONSOR - Daily News; DIRECTOR - Alex Courtney,PIX; ON THE AIR - June 1948.

WPIX

WALL STREET - on WPIX local; 8-8:30pm Tuesdays; SUSTAINING; questions of a financial and business nature, designed to acquaint viewer with the workings of Wall Street, are answered and discussed by a group of experts; DIRECTOR - Cledge Roberts,PIX;ON-Feb 50.

RELIGIOUS PROGRAMS

ABC

YOUTH ON THE MARCH - from WFIL-TV Philadelphia to 9 Sta E&MW Nets; also 3 kinesc; 10:30-11pm Sundays; religious program with Rev. Percy Crawford and musical & choral groups from Young People's Church; SPONSOR - Young People's Church; AGENCY - J.M.Camp in Philadelphia; ON THE AIR - October 1949; RATING - Net Pulse 5.7.

CBS

LAMP UNTO MY FEET - from WCBS-TV to E&MW Nets; 4:30-5pm Sundays; SUSTAINING;religious discussions, dramatizations and films on various religious faiths; SUPERVISOR - Dr. George Crothers,CBS; PRODUCER - Isabelle Redman,CBS; DIRECTOR - Leonard Valenta,CBS; MUSIC - Avenir de Monfred; REHEARSAL - 5hrs dry, 2 hrs camera; ON THE AIR - Fall 1948.

DUMONT

MORNING CHAPEL - from WABD to WNHC New Haven; 10:45-11am Monday-Friday; devotional services of different faiths from studio chapel; produced in cooperation with the Federated Council of Churches of America & other religious organizations; DIRECTOR - Ed Saulpaugh,DuM; ON THE AIR - November 1948.

WPIX

TELEVISION CHAPEL - on WPIX local; 7:15-7:45pm Sundays; SUSTAINING; alternating Protestant, Catholic and Jewish services; DIRECTOR - Clay Yurdin,PIX; ON THE AIR-June 1948.

FASHION & WOMEN'S SHOWS

ABC

EASTER SHOPPER - on WJZ-TV local; 7:15-7:30pm Fridays; SUSTAINING; MCs Anne Russell and Walter Herlihy introduce & preview Easter styles in hats, shoes, suits, etc; PACKAGER - Modell-Harbuck; PRODUCER - Arthur Modell; DIRECTOR - Court Steen,ABC; ON THE AIR - February 1950; AVAILABLE - $180 per participation

MARKET MELODIES - on WJZ-TV local; 2-4pm Wednesdays-Saturdays; MCs Anne Russell and Walter Herlihy in home economic series which features household hints, daily cooking demonstrations, interviews & guests; 3:30-3:45pm segment Wed & Fri features American Red Cross 13-week motherhood course; time donated by Nurserytime Products; AGENCY - Adair & Director; SUPERVISOR - Murray Director; PACKAGER - Modell-Harbuck; DIRECTOR-Court Steen,ABC; PRODUCER - Arthur Modell; ON THE AIR - May 1949; AVAIL - $120 per par.

TV TELEPHONE GAME - on WJZ-TV local; 4-4:30pm Wednesday-Saturday; quiz with viewers matching telephone or social security numbers against key letters WJZ-TV; with Durwood Kirby & Toby Deane; PARTICIPATIONS - Swift Peanut Butter, Yes Tissue, Arrowax & Wizard Wick; PACKAGER - Harry S. Goodman Prods; PRODUCER-WRITER - Paul Alter; DIRECTOR-Court Steen,ABC; ON THE AIR - May 1949; AVAILABLE - $65 franchise, $325 per week for 5 spots; also produced on WFIL-TV Phila and WGN-TV Chicago.

CBS

HOMEMAKER'S EXCHANGE - from WCBS-TV to 14 Sta E&MW Nets; 4-4:30 Monday-Friday; Maggie Waggoner Young in women's program featuring household hints; PACKAGER - Harvey & Howe; DIRECTOR - Ken Redford,CBS; PARTICIPATIONS - Kelvinator, S-O-S, Gorton Pew Fish; ON THE AIR - September 1949; AVAILABLE - $975 per par (inc time), 10 minutes.

VANITY FAIR - from WCBS-TV to E&MW Nets; 4:30-5pm Monday-Friday; women's show on home-making, fashion, politics, decorating, hobbies,etc; features MC Dorothy Doan & guests; PARTICIPATIONS - Maiden Form Brassiere, Air Wick, Fashion Frocks; PRODUCER - Gil Fates, CBS; DIRECTOR - Frances Buss,CBS; AVAILABLE - $550 per participation (inc time); ON THE AIR - September 1949.

DUMONT

OKAY MOTHER - from WABD to 3 Sta E Net; 1-1:30pm Monday-Friday; MC Dennis James in a female audience participation show; SPONSOR - Sterling Drug; AGENCY - Dancer-Fitzgerald-Sample; SUPERVISOR - George Tormey,DFS; DIRECTOR - Lou Sposa; COMMERCIALS: Live integrated by James for Phillips Milk Of Magnesia, Bayer Aspirin, Lyons Toothpaste, Campho-Phenique.

RUMPUS ROOM - from WABD to 2 Sta E Net; 12:30-1pm Monday-Friday; Johnny & Penny Olsen conduct games with prizes for women; SPONSOR - Premier Foods(5 days); AGENCY - Peck; SUPERVISOR - Art Daly,Peck; PRODUCER-WRITER - Don Blauhut,Peck; DIRECTOR-Larry White, DuM; ON THE AIR - December 1948; COMMERCIALS: Slide film by Teletran; live integrated by the Olsens.

SHOPPER'S MATINEE - from WABD to 8 Sta E&MW Nets; 2-4pm Monday-Friday; Housewives' entertainment & shopping tips - 2-2:15pm-Cy Coleman Trio; 2:15-2:30pm-Dilworth's Corner - songs; 2:30-3pm-Bill Williams-interviews; 3-3:30pm-Bean Wain, Andre Baruch, Bill Harrington-songs & comedy; 3:30-3:45pm-Ask Miss Smith-fashions; 3:45-4pm-Phil Hanna-songs; PRODUCER- Robert Loewi,DuM; DIRECTORS - Barnaby Smith, Don Rosenquest, DuM; COMMERCIALS - 10 spots per hour available in each local market for co-op sponsorship; ON THE AIR - December 1949.

YOUR TELEVISION SHOPPER - on WABD local; 11-12pm Monday-Friday; demonstration of new products by Kathi Norris and guests; SPONSOR(1st ½hr) - Saks-34th Street; AGENCY - Adsel; PARTICIPATIONS - A&P, Climalene, Kwik Thred, Claridge Canned Food, Moeller Mfg, Yodora, A.Goodman Noodles, Foster Jewelery, Sunkist, Dryden-Palmer Gravymaster;PKGR-Wilbur Stark-Jerry Layton; DIRECTOR - Richard Sandwick,DuM; ON THE AIR - November 48; AVAILABLE - approx $3000 five times locally; $85 per participation.

HOW TO DO SHOWS

ABC

DR. FIX-UM - from WENR-TV Chicago to E&MW Nets & kine; SUSTAINING; household hints by Art Youngquist; PRODUCER-DIRECTOR-WRITER - Ed Skotch,WENR; ON THE AIR - Nov 1949.

FILMS

WPIX

PREMIERE PLAYHOUSE - on WPIX local; 8-9:30pm Fridays; series of 13 motion pictures with MC Warren Hull; SPONSOR - Doubleday; AGENCY - Huber Hoge & Son; SUPERVISOR - Jack Munhall, Hoge; ON THE AIR - January 1950; COMMERCIALS: intermission interview with MC Hull & interesting people of the book world; straight plug for Dollar Book Club.

CURRENT FILM SCHEDULE

Includes only time reserved for untitled one-shot films, rather than film series produced or edited for Television, which are included in their respective categories.

ABC

FILM DEPARTMENT HEAD - Nat Fowler - 7 West 66th Street - TRafalgar 3-7000

Sun - 4:45-5pm and Sat 7:15-7:30pm - TV Tot's Time

CBS

FILM DEPARTMENT HEAD - Grant Theis; Ass't - Tom McAndrews - 15 Vanderbilt - PL 5-2000

Mon-Fri - 5:30-6:30pm The Chuck Wagon
Tue - 8-9pm Operation Minute Man
Thu - 9:30-11pm Feature Film
Sat - 10-11:15pm - Feature Film
Sun - 5:30-6:30pm- The Chuck Wagon

DuM

FILM DEPT HEAD - Andrew Jaeger; Ass't - Peter Sarkies - 7 Astor Place - MU 8-2600

Tue - 10-11:15pm Film Feature
Wed - 8-9pm Adventure Feature
Thu - 8-9pm Mystery Feature
Fri - 9:30-10pm Winter Sports Films
Sat - 6:30-7:30pm - Western Feature
Sun - 6-7pm - Western Feature
8:30-9pm - Film Featurette
*AVAILABLE - $300 per 1 minute partic.

NBC

FILM DEPT HEAD - Ray Kelly; Ass'ts - John Cron & Beulah Jarvis - 30 Rock - CI 7-8300

Sun - 10-10:15am Film Featurettes
10:30-10:45am Yesterday's Newsreels
**5-6pm Hopalong Cassidy - see below
10:45-11pm Yesterday's Newsreels

Mon-Fri (except Tue)
6-6:30pm Children's Theater

PARTICIPATIONS
Available at $200 per minute

WOR

FILM DEPT HEAD - Jeff Smith; Ass't - Les Tomalin - 20 West 67th Street - LO 4-8000

Tue-Sat - 7-7:15pm & 10:45-11pm Comedy Carnival

WPIX

FILM DEPARTMENT HEAD - Ed Evans; Ass't - Robert Noak - 220 East 42nd St - MU 2-1234

Sun - 7:45-8:15pm Film Varieties
Daily exc. Sat - 6:30-6:35pm Telepix
Daily exc. Sat - before close Telepix
Sun - Fri - 5:30-6:30pm Six Gun Playhouse
see news

Sat - 5:30-6:45 - Six Gun Playhouse
6:45-7pm - Film Varieties
7:30-8:30 - Mystery Hour
8:30-9pm - Film Serial

*AVAILABLE - $150 per participation.

**HOPALONG CASSIDY - on WNBT local; 5-6pm Sundays; children's show features the adventures of Hopalong, played by William Boyd, and Fuzzy, as played by Gabby Hayes in a western setting; SPONSOR - Gordon Baking for Silver Cup Bread(26 wks);AGENCY - N.W. Ayer; SUPER - Don McClure,Ayer; Picked up Jan '50; Sold on Spot basis by Toby Anguish.

CBS

TELEVISION NEWS - from WCBS to 10 sta E&MW Nets; 7:30-7:45 pm Mon-Fri; Commentator Doug Edwards uses stills, movie strips, charts and interviews for daily news coverage; uses AP, UP, INS-Telenews. SPONSOR - Oldsmobile on M, W, F; AGENCY - D.P.Brother, Chi; PRODUCER - Edmund Chester,CBS; DIRECTOR - Don Hewitt,CBS; EDITOR-In-CHIEF- Wells Church,CBS; RATING - Net Pulse 7.0; AVAILABLE - $3140 for Tuesdays & Thursdays.

TELENEWS DAILY - on WCBS-TV local; 10 minutes before end of transmission Mon-Fri; news film clips with CBS Staff Announcer; PACKAGER - Telenews; SALES MGR - Charles Burris, Telenews; AVAILABLE - approx $1000 per week in NYC; available to other markets.

THIS WEEK IN REVIEW - from WCBS-TV to 3 sta E Net; 10-10:15 pm Sundays; SUSTAINING Arthur Hannes reports the news over film clips; PRODUCER - Edmund Chester,CBS; DIRECTOR - Ben Magnes, CBS; AVAILABLE - approx $750.

DUMONT

BROADWAY TO HOLLYWOOD - from WABD to 2 sta E Net; 8:30-9 pm Fridays; George Putnam gives show business news and reviews; PRODUCER - Jerry Gross and DuMont TV Network; DIRECTOR - Pat Fay,DuM; WRITERS - Norman Baer & Eddie Higgons; (Edition of "Headline Clues") AVAILABLE - approx $750.

CAMERA HEADLINES - on WABD local; 5:55-6 pm Mon-Fri; Fred Scott narrates happenings of the days and vignettes from the latest news; WRITER-DIRECTOR -Marion Glick,DuM.

HEADLINE CLUES - from WABD to 1 sta E Net; 12-12:30 pm Monday-Friday; George Putnam gives the news with viewers participating in telephone giveaway. PRODUCER - Jerry Gross and DuMont TV Network;DIRECTOR-Pat Fay,DuM;WRITERS-Norman Baer & Eddie Higgons.

HERALD-TRIBUNE NEWS - on WABD local; 5 minutes before closing Sun-Sat; Commentator Robert Pfeiffer reports over still pictures; PACKAGER-Herald-Tribune; ON AIR - Feb'49.

NEWSWEEK VIEWS THE NEWS - from WABD to 4 sta E Net; 8-8:30 pm Monday; Ernest K. Lindley,with other Newsweek columnists and guests, discusses the news; PRODUCER - Cornelius Ryan,Newsweek; ON THE AIR - December 1948.

TELENEWS WEEKLY - on WABD local; 5:40-6 pm Sundays; Newsreel reviewing news of the week with narration by Hugh James; PACKAGER - Telenews Productions; SALES MGR-Charles Burris, Telenews; AVAILABLE - approx $300 in NYC; available to other markets also.

NBC

CAMEL NEWS CARAVAN - from WNBT to 23 sta E&MW Nets; 7:45-8 pm Mon-Fri; John Cameron Swayze of NBC reports the day's news using filmed segments,charts and frequent remote pick-ups,with Robert McCormick in Washington & commentators on other network stations; SPONSOR-Camels; AGENCY - William Esty; PRODUCER-DIRECTOR - Clarence Thoman,NBC; NEWS EDITORS - Ralph Peterson, Martin Hoade & Art Lodge,NBC; COMMERCIALS - testimonials & animated films (by Transfilm); PRODUCTION -approx.$15,000;NYC Multl-Wkly Pulse-11.0(7)

CON EDISON WEATHERMAN - on WNBT local; 6;55-7pm Monday through Friday; Tex Antoine with latest US Weather Bureau forecast, information & sidelights; SPONSOR - Consolidated Edison; AGENCY - BBD&O.

We have BINDERS for your copies - Write for particulars.

DUMONT

AMATEUR BOXING - from WGN-TV Chicago to 6 sta E&MW Nets; 10pm to closing Fridays;Commentator - Jack Brickhouse; AVAILABLE - approx $2500 per night.

BOWLING HEADLINERS - from WABD to 3 sta E&MW Nets; 10-11pm Sundays; MC George Putnam describes bowling exhibitions from Capital Health Center; PARTICIPATING SPONSORS - Howard Clothes, TWA,Murine; DIRECTOR - Harry Coyle,DuM; AVAILABLE-approx $1000.

BOXING - from WABD to 2 sta E&MW Nets; 9:30-11pm Thursdays; Dennis James and Sam Laine describe fights from Sunnyside Garden Arena; SPONSOR - G. Kreuger Brewing Co; AGENCY -Geyer,Newell & Ganger: ON THE AIR - September 1949;COMMERCIALS - live by Dennis James at open; 3 film at open,middle & close;live,stop motion & animated; films made by Sarra and Hartley Productions.

WRESTLING - from Sunnyside Arena; from WABD to 5 sta E&MW Nets; 9-11pm Mondays;Dennis James & Sam Laine cover professional matches; SPONSOR - Sunset Stores; AGENCY-W.B.Doner; RATING - Net Pulse 12.0.

WRESTLING - from WGN-TV to 14 sta E&MW Nets; 10-12pm Saturdays; main events of professional wrestling bouts; PARTICIPATING SPONSORS-Nat Patterson Motors, Jackson Motors, NY Tech;AGENCY-Moss Assoc; RATING-Net Pulse 18.6;AVAIL-approx $2500 per night.

NBC

GILLETTE BOXING - from WNBT or WNBW to 24 sta E&MW Nets; 10-10:45pm Fridays;Bouts from Madison Square Garden or Uline Arena,Washington; Commentator,Jimmy Powers; SPONSOR-Gillette; AGENCY - Maxon; SUPERVISOR-Preston Pumphrey,Maxon; DIRECTOR-Bill Garden, NBC; COMMERCIALS - 4 film, live action -voice over,made by Apex Films,Hollywood. RATING - Net Pulse 23.8.

STOCK CAR DERBY - on WNBT local; 10:30-11:30pm Saturdays; SUSTAINING; stock car races from Kingsbridge Armory with commentators Herb Sheldon & Duke Donaldson;PACKAGER-Ted Lloyd; CAMERA DIRECTOR-Lew Brown;ON THE AIR-January 1950;AVAIL-$3500 approx; was sponsored by Teldisco until March.

WOR

BOXING -on WOR-TV local; 9-10:45pm Thursdays; SUSTAINING; from Broadway Arena,Brooklyn;Commentary by Stan Lomax; DIRECTOR-Roy Meredith,WOR; ON THE AIR-October 1949.

BOXING - on WOR-TV local; 9-10:45pm Tuesdays; from Westchester County Center,White Plains; Announcer - Jimmy Powers; PARTICIPATING SPONSOR - Piel's Beer; AGENCY-- Wm. Esty; SUPERVISOR - Jerry Martin,Esty; DIRECTOR - Roy Meredith,WOR;ON THE AIR-Oct '49.

WEDNESDAY NIGHT SPORTS - on WOR-TV local; 9-10:30pm Wednesdays; Boxing,basketball or wrestling from the New York Athletic Club,with commentary by Stan Lomax; SPONSOR - Guinness Stout; AGENCY - Hewitt,Ogilvy,Benson & Mather; ON THE AIR-Oct 1949;

WRESTLING - on WOR-TV local; 9-10:45 Fridays; from Jamaica Arena with sportscaster Steve Ellis; SPONSOR - Frost Refrigeration;AGENCY - Getschal & Richard; DIRECTOR-Roy Meredith,WOR; ON THE AIR-October 1949.

WRESTLING OR BASKETBALL - on WOR-TV local;8:45-10;45pm Saturdays; events from Broadway Arena and other sport centers with sportscaster Tom Moorehead;PARTICIPATING SPONSOR-Seidenberg Cigars;AGENCY-I.Lewis,Newark;DIRECTOR-Roy Meredith;ON THE AIR-Oct '49.

WOR

SPORTS INTERVIEWS - on WOR-TV local; 8:45-9pm Tuesdays;8:30-8:45pm Saturdays; Sports celebrities interviewed from ringside; DIRECTOR - Roy Meredith,WOR;ON THE AIR-Jan'50.

WPIX

BOXING - on WPIX local; 9-11pm Saturdays;from Ridgewood Grove with commentator Guy LeBow: SPONSOR-New York Hudson Dealers; AGENCY-Klores&Carter; SUPERVISOR - Harry Carter; COMMERCIALS-Card openings,voice over;film product display by Alexander Films,Colorado Springs,Colo.;animated film by Television Cartoons;live by Guy LeBow.

GOLDEN GLOVES - on WPIX 10cal; 8-11pm Mondays; also 8-11pm Tues & Wed,March 7,8; Series of 13 telecasts from Ridgewood Grove,St Helenas & Madison Square Garden; ends Mar 8; Commentator -Jimmy Powers & Jack McCarthy; SPONSOR - Chevrolet Dealers of New York; AGENCY-Campbell Ewald; SUPERVISOR - Tom Hanlon,C-E; COMMERCIALS - film-live action product display & animated; films made by Archer & Jam Handy; ON THE AIR-January 1950.

HOCKEY - on WPIX local; 3-5:30pm Sundays; 16-game series of the NY Rovers from Madison Square Garden; Commentary by Guy LeBow; SPONSOR-Sunset Appliance Stores; AGENCY-Arnold Cohan; DIRECTOR - Jack Murphy; ON THE AIR - November 1949.

HOCKEY - on WPIX local; 8:15-10:30pm Sundays and Wednesdays; telecasts of the remaining games fmm Madison Square Garden; Commentator-Guy LeBow; SPONSOR-Sunset Appliance & Bruno-NY;AGENCY-Arnold Cohan;DIRECTOR-Jack Murphy,WPIX; ON THE AIR - Feb 1950.

JIMMY JEMAIL - on WPIX local; 7:30-7:45pm Tuesdays; SUSTAINING; interviews with sports personalities from Eastern Parkway Arena; DIRECTOR - Alex Courtney; ON THE AIR - Jan'50

WRESTLING - on WPIX local; 8:45-10:45pm Tuesdays; from Eastern Parkway Arena,with Guy LeBow; SPONSOR-Sunset Appliances;AGENCY-Arnold Cohan;DIRECTOR-Jack Murphy,PIX.

WRESTLING-on WPIX local; 9-10:45pm Thursdays; from Ridgewood Grove, with Guy LeBow; SPONSOR-Ripley Clothes; AGENCY-Bobley;DIRECTOR-Jack Murphy,PIX; ON THE AIR-Sept 1949.

SPORTS PROGRAMS

DUMONT

SPORTS FOR ALL - from WABD to 3 sta E&MW Nets; also 2 kinescope; 9-9:30pm Fridays;TV version ofAM show presents various aspects of field & stream sports; film sequences; Bill Slater,MC; SPONSOR-Mail Pouch Tobacco Co; AGENCY - Walker & Downing,Pittsburgh; DIRECTOR - Raymond Nelson,DuM; ANNOUNCER - Bud Collyer; ON THE AIR - October 1949; PRODUCTION- approx $2000; RATING - Net Pulse 6.8.

HIALEAH HORSE RACES - on WABD local; approx 11-11:15pm Monday thru Saturday; films of the day's first five races, plus feature race of the day before; voice over by Clem McCarthy; PRODUCER-DIRECTOR - Les Arries: On during the Hialeah season.

NBC

GREATEST FIGHTS OF THE CENTURY - from WNBT to 23 sta E&MW Nets; follows Gillette "Boxing" on Fridays; approx 15 minutes long; filmed excerpts of famous fights; SPONSOR-Chesebrough for Vaseline Hair Tonic; AGENCY - Cayton; SUPERVISOR - Alan Black,Cayton; ON THE AIR-April 1949; RATING-Net Pulse 16.2; COMMERCIALS - 2 film - live action & stop motion with voice over; made by Loucks & Norling.

WOR

JOHNNY FARRELL GOLF CLUB - on WOR-TV local; 7:30-7:45pm Saturdays; US Open Golf Champion of 1928 in golf lore and lessons with guests; PARTICIPATIONS - Miller's High Life Beer; PACKAGER-PRODUCER-Farrell;DIRECTOR-Mende Brown,WOR;ON THE AIR-November 1949; AVAILABLE - $900 including time; $250 per participation.

TOP VIEWS IN SPORTS - on WOR-TV local; 7:45-8pm Saturdays; film series spotlights the week's leading sports events; Commentators - Jimmy Evans & Howard Miller;PACKAGER-All American News; ON THE AIR-December 1949; (formerly on NBC).AVAILABLE - $850 including time; $250 per participation.

WRESTLING FROM HOLLYWOOD - on WOR-TV local; 10:30-11:30pm Wednesdays; professional bouts from Olympic Auditorium,Los Angeles, with commentator Dick Lane;Kinescope at KTLA,Hollywood; PACKAGER - Paramount Television Productions; ON THE AIR-January 1950.

WPIX

JIMMY POWERS SPORTS SHOW - on WPIX local; 6:45-7pm Sunday thru Friday; SUSTAINING; sports news and interviews with guest sport celebrities; DIRECTOR - Clay Yurdin,PIX; ON THE AIR-May 1949; AVAILABLE - $150 per participation.

CHILDREN'S SHOWS

ABC

SINGING LADY - from WJZ-TV to 13 sta E&MW Nets; 6-6:30pm Sundays; Ireene Wicker dramatizes stories for kids with the Suzari marionettes; SPONSOR-Kellogs; AGENCY-Kenyon & Eckhardt (Shredded Wheat) & Leo Burnett (Corn Soya) PACKAGER-PRODUCER-DIRECTOR-Blair Walliser; NET DIRECTOR - Herman Liveright,ABC; SUPERVISOR - Allen Ducovny,K & E; WRITER-Ireene Wicker; MUSIC-Alan Grant; SETS- James McNaughton,ABC; REHEARSAL-8 hours dry 3 hours camera; ON THE AIR-July 1948; RATING-Net Pulse 9.9. COMMERCIALS - Live- "Song patter" done by Dick Collier in costume; also film strips.

SUPER CIRCUS - from WENR-TV Chicago to 14 sta E&MW Nets; 5-6pm Sundays; Ringmaster Claude Kirschner,Clown Cliff Soubier,Mary Hartline & band with circus variety acts; SPONSOR-Canada Dry; AGENCY-J.M.Mathes; PRODUCER - Phil Patton; DIRECTOR - Greg Garrison,WENR; WRITER - Don Schuffman; ON THE AIR - September 1948; AVAILABLE - approx $1700 per half-hour. RATING - Net Pulse 19.7. Second half is available.

THE LONE RANGER - from WJZ-TV to 6 sta E&MW Nets; also 23 other stations; Western series filmed especially for television; SPONSOR - General Mills; AGENCY - Dancer-Fitzgerald-Sample; SUPERVISOR - Russ Raycroft,DFS; Films -made by Apex Productions, Hollywood; ON THE AIR - September 1949; RATING - Net Pulse 23.7; COMMERCIALS -3 film-live action with voice over for Cheerios, Bisquick & Cake Mixes made by Apex; also sponsored by American Bakery through Tucker,Wayne, Atlanta,on six Southern stations.

CBS

CHUCK WAGON - on WCBS-TV local; 5:30-6:30pm Monday thru Friday; 5:30-6:15pm Sundays; "Sheriff" Bob Dixon introduces a western film and for 10 minutes before and after he discusses & demonstrates western gear; PARTICIPATIONS - Peter Paul Mounds through Brisacher,Wheeler; Ice Cream Novelties through Monroe Greenthal; DIRECTOR-Leonard Valenta; AVAILABLE-approx $995 per 15-min participation.

CBS

LIFE WITH SNARKY PARKER - from WCBS-TV to E&MW Nets; 7:45-8pm Mon, Tue, Thu & Fri;SUS; kinesc kid show with Bil & Cora Baird as voices for the western characters; PRODUCER-DIRECTOR - Yul Brynner,CBS; WRITERS - Bil Baird, Tom Murray & Paul Peterson; ON THE AIR - January 1950; AVAILABLE - $1010 per daily segment; on film. Kine at KTTV H'wood.

LUCKY PUP - from WCBS-TV to E&MW Nets; 6:30-6:45pm Monday-Friday; 6:45-7:15pm Saturday; film recap of week; serial adventures of puppet Lucky Pup, Foodini the magician, his ass't Pinhead & other puppets by Hope & Morey Bunin; with narrator Doris Brown; SPONSORS - Good-And-Plenty Candy (Adrian Bauer) on Wednesday; Bristol-Myers for Ipana (Doherty, Clifford & Shenfield) on Thursday; Int'l Shoe Company (Hoag & Provandie,Boston) on Friday; PRODUCER-DIRECTOR - Clarence Schimmel,CBS; WRITERS - Len Turovlin,Nat Wilkes; ON THE AIR - August 1948; RATING - Net Pulse 12.3; NYC Pulse 11.9(4); AVAILABLE - $775 per show; COMMERCIALS: live integrated with Doris Brown and puppets.

MR. I. MAGINATION - from WCBS-TV to E&MW Nets; 6:30-7pm Sundays; SUSTAINING; Paul Tripp takes kids to Imagination land during the first 8 minutes, then dramatizes children's classics; PRODUCERS - Don Richardson,CBS, in association with Norman & Irving Pincus; DIRECTOR - Don Richardson,CBS; WRITERS - Paul Tripp & Freelance; MUSIC - Tripp & Ray Carter; CASTING - N.Pincus & Tripp; SETS - Hjalmar Hermanson,CBS; REHEARSAL - 15hrs dry, 4 camera; ON THE AIR - April 1949; RATING - Net Pulse 9.2; AVAILABLE - approx $3470 per ½hr, $1800 per ¼hr.

DUMONT

CAPTAIN VIDEO - from WABD to 5 Sta E&MW Nets; 7-7:30pm Monday-Friday; also 7:30-8pm Saturday; juvenile adventure series with Richard Coogan, Don Hastings & others; combines live action with integrated film sequences; PRODUCER - James Caddigan,DuM;DIRECTOR - Larry White,DuM; SPONSOR(Mondays) - Walter H. Johnson Candy for Powerhouse; AGCY-Franklin Bruck; SUPERVISOR - Mce Kleinfeld,Bruck; WRITER - M.C.Brock; SETS - Rudy Lucek,DuM; CASTING - Elizabeth Mears,DuM; REHEARSAL - 3hrs dry, 1½ camera; ON THE AIR - June 1949; RATINGS - Net Pulse 15.4; NYC Pulse 15.6(2). AVAILABLE - approx $750 per.

MAGIC COTTAGE - from WABD to 5 Sta E&MW Nets; 6:30-7pm Monday-Friday; SUSTAINING; Pat Meikle tells and illustrates fairy tales with prizes for studio and home contestants; PRODUCER - James Caddigan,DuM; DIRECTOR - Bill Marceau,DuM; WRITER - Mort Frankel; SETS - Rudy Lucek,DuM; ON THE AIR - June 1949; RATING - Net Pulse 8.2; SPONSOR(Partic) United Fruit; AGENCY - BBD&O; AVAILABLE - approx $2000 per week.

SMALL FRY CLUB - from WABD to 3 Sta E&MW Nets; 6-6:30pm Monday-Friday; MC Bob Emery & kids sit in a "fishbowl" on stage; kids are shown cartoons, newsreels and short subjects; PARTIC - My-T-Fine Chocolate (Mondays); AGENCY - BBD&O; PACKAGERS - DuMont & Bob Emery; DIRECTOR - Arnold Nocks,DuM; RATING - Net Pulse 13.7; NYC Pulse 12.4(3); ON THE AIR - March 1947; AVAILABLE - approx $750 for 15 minutes.

NBC

GOBO'S CIRCUS - on WNBT local; 6-6:30pm Tuesdays; SUSTAINING; Gobo the Clown (Coby Ruskin) and Palmo the Magician play host to 15 children in a circus show format; PROD-WRITER - Alan Handley,NBC; DIRECTOR - Al Scott,NBC; REHEARSAL - 1 hr dry, 1½ camera; ON THE AIR - May 1949.

HORN & HARDART CHILDREN'S HOUR - on WNBT local; 10:30-11:30am Sundays; Simulcast with MC Ed Herlihy introducing kid variety talent; SPONSOR - Horn & Hardart; AGENCY-Clements Co.(Phila); PRODUCER - Alice Clements; DIRECTOR - David Roberts,Clements; COMMERCIALS: live integrated by Herlihy & theme song sung by blind girl.

NBC

HOWDY DOODY SHOW - from WNBT to 25 Sta E&MW Nets; 5:30-6pm Monday-Friday; MC Bob Smith and puppets operated by Rhoda Mann & company perform for a "peanut gallery" of kids; Smith sings and talks with kids and is voice for Howdy Doody; SPONSORS - Mars Candy (Grant Adv) on Monday; Colgate Dental Cream (Ted Bates) on Tue & Thu; Poll Parrot Shoes (Henri,Hurst & MacDonald-Chicago) on Wed; Ovaltine (Grant Adv) on Fri; PACKAGER - Martin Stone; PRODUCER - Roger Muir,NBC; DIRECTOR - Robert Rippen,NBC; WRITER - Edward Kean; RATINGS - Net Pulse 19.8; NYC Pulse 17.8(1); COMMERCIALS: Mars & Poll Parrot use giveaways; Colgate is live integrated; Ovaltine is live integrated with giveaways.

JUDY SPLINTERS - from WNBT to 26 sta E&MW Nets; 5:15-5:30pm Monday thru Friday; Ventriloquist Shirley Dinsdale and puppet Judy in show featuring guests & panel discussions with Judy as moderator; PRODUCER - Roger Muir,NBC; DIRECTOR - Al McCleery,NBC; MUSIC-Del Horstmann; WRITERS-Cal Howard & Shirley Dinsdale; SETS- Bill Smith,NBC; ON THE AIR - October 1949; RATING - Net Pulse 7.5.

KUKLA,FRAN & OLLIE - from WNBQ Chicago to 20 sta E&MW Nets; also 34 kinescope;7-7:30pm Monday thru Friday; features the Kuklapolitan Characters - Kukla, Ollie, Cecil Bill & others - in an "off the cuff" conversation with Fran Allison;voices by Burr Tillstrom; SPONSORS-RCA Victor (J.Walter Thompson) on Monday & Friday; Ford Motor Co (J. Walter Thompson) on Wednesday; National Dairies for Sealtest (N.W.Ayer) on Tuesday & Thurs; PACKAGER - Burr Tillstrom; PRODUCER-Beulah Zachary; DIRECTOR-Louis Gonavitz:WRITER-Tillstrom; MUSIC - Jack Fascinato;ON-Oct '47;RATINGS-Net Pulse 13.4,NYC Pulse 11.1(6).

MAGIC CLOWN-on WNBT local; 11:30-11:45am Sundays; With Samm Zovello as the clown-magician; Zovello does tricks and teaches one trick to the audience; SPONSOR-Gold Medal Candy for Bonomo Turkish Taffy; AGENCY-Donahue & Coe; PACKAGER - Al Garry; DIRECTOR-Craig Allen; REHEARSAL - 1 hour dry, 1 hour camera. ANNOUNCER - Ray Morgan.

WOR

MYSTERY RIDER - on WOR-TV local; 6:30-6:45pm Tuesday thru Saturday; SUSTAINING;western adventure series with masked cowboy Al Hodge who talks to 4 children a day; with a western film serial for approx 8 minutes supplied by Cinetel; PRODUCER-DIRECTOR-Mende Brown,WOR; ON THE AIR-January 1950;AVAILABLE-$126 for one day (not incl time).

TIME FOR BEANY - on WOR-TV local; 6:45-7pm Tuesday thru Saturday; on film;kinescoped at KTLA; children's puppet show produced by Paramount Television Productions in Hollywood;PACKAGER-PRODUCER - Bories & White; ON THE AIR - February 1950.

WPIX

HOBBY CLUB - on WPIX local; 5-5:15pm Fridays; Children's show explains new hobby weekly; MC-Joe Bolton; SPONSOR-Tastychip Co;AGENCY-State Advertising Service;SUPERVISOR-Manuel Laub,State;DIRECTOR-Peggy Gannon,WPIX;REHEARSAL-½ hour camera;2hours dry; ON THE AIR-January 6;COMMERCIALS-live over slides at beginning,middle & end.

MR. MAGIC - on WPIX local;5:15-5:30pm Mon thru Sat escept Thurs;Norman Jensen & puppet do trick;PACKAGER-Chick Vincent & Jerry Law;DIRECTOR-Peggy Gannon,PIX;with 5 Participating Sponsors; ON THE AIR-July 1949; AVAILABLE-approx $250 per show including time; $150 per participation.

SIX-GUN PLAYHOUSE- on WPIX local; 5:30-6:30pm Monday thru Saturday; Western films for kids; 6 Participating Sponsors; DIRECTOR-Peggy Gannon,PIX;AVAILABLE-$150 per show, $425 for 3;$800 for 6 shows; $175 per participation.

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- What Type Used
- Trends and Trade Talk Too

FIRST ISSUE · MARCH

Ross Reports ON TELEVISION

551 *Fifth Avenue, New York 17, N. Y.*

MUrray Hill 2-5910

MARCH 1950

SUNDAY

10:00	WNBT—Film Short	
10:15	WNBT—Yesterday's Newsreel	
10:30	WNBT—Children's Hour	Horn & Hardart
11:30	WNBT—The Magic Clown	Bonomo Taffy
11:45	WNBT—Yesterday's Newsreel	
3:00	WPIX—Hockey from MSG	Sunset Appliance
4:00	WNBT—Eleanor Roosevelt	
4:15	WCBS-TV—Music; Weather	
4:30	WCBS-TV—Lamp Unto My F't	
4:45	WJZ-TV—TV Tot's Time	
5:00	WCBS-TV—Overseas Press Cl'b	
	WNBT—Armed Forces Hour	
	WJZ-TV—Super Circus	Canada Dry—½
5:30	WCBS-TV—The Chuck Wagon	
	WNBT—Hopalong Cassidy	Silvercup
	WPIX—Six-Gun Playhouse	
6:00	WABD—Feature Film	
	WJZ-TV—Singing Lady	Kelloggs
6:30	WCBS-TV—Mr. I. Magination	
	WNBT—Say It With Acting	J. B. Williams
	WJZ-TV—Hollywood House	
	WPIX—News TV Reporter	Con Edison
6:45	WPIX—Jimmy Powers	
7:00	WCBS-TV—The Girls—Play	
	WNBT—Leave It to the Girls	
	WABD—Front Row Center	
	WJZ-TV—P. Whiteman Revue	Goodyear
	WPIX—News; John Tillman	
7:15	WPIX—Television Chapel	
7:30	WCBS-TV—This Is Show Bus.	Crosley
	WNBT—The Aldrich Family	Jell-O
	WJZ-TV—Crusade In Europe	Bowery Savings
7:55	WJZ-TV—Europe Today, film	
8:00	WCBS-TV—Toast of the Town	Lincoln-Mercury
	WNBT—Supper Club	Chesterfields
	WABD—Mystery Players	
	WJZ-TV—Think Fast	
8:15	WPIX—Hockey	Sunset, Bruno
8:30	WNBT—Colgate Theater	Colgate-Pal-Peet
	WABD—Film	
	WJZ-TV—The Little Revue	
9:00	WCBS-TV—Fred Waring	General Elec.
	WNBT—Philco Playhouse	Philco
	WABD—They Stand Accused	
	WJZ-TV—Your Witness	
9:30	WJZ-TV—Myst. of Chinatown	
10:00	WCBS-TV—Pantomime Quiz	Chevrolet Dlrs.
	WNBT—Garroway at Large	Congoleum
	WABD—Bowling Headliners	
	WJZ-TV—Celebrity Time	B. F. Goodrich
10:30	WCBS-TV—Week in Review	
	WNBT—News Review	
	WJZ-TV—Youth on the March	
	WPIX—Newsreel	Con Edison
10:45	WNBT—Yesterday's Newsreel	
11:00	WABD—Herald-Tribune News	

MONDAY

10:45	WABD—Morning Chapel	
11:00	WABD—Television Shopper	Participations
12:00	WABD—Headline Clues	
12:30	WABD—Johnny Olsen	Premier Foods
1:00	WABD—Dennis James	Sterling Drugs
1:30	WABD—Sidewalk Interviews	
1:45	WABD—Margaret Johnson	
2:00	WABD—Shoppers Matinee	
3:45	WCBS-TV—Music; Weather	
4:00	WCBS-TV—H'memaker's Exch.	
4:30	WCBS-TV—Vanity Fair	
5:00	WCBS-TV—Ted Steele	
	WNBT—Film	
5:15	WNBT—Judy Splinters	
	WPIX—Mr. Magic	
5:30	WCBS-TV—The Chuck Wagon	
	WNBT—Howdy Doody	Mars, Colgate,
	WPIX—Six-Gun Playhouse	
6:00	WNBT—Children's Film	
	WABD—Small Fry Club	
6:30	WCBS-TV—Lucky Pup	
	WNBT—Easy Does It, Musical	
	WABD—Magic Cottage	
	WPIX—News; TV Reporter	Con Edison
6:45	WCBS-TV—Bob Howard, S'ngs	Participations
	WPIX—Jimmy Powers, Sports	
6:55	WNBT—Weatherman	Con Edison
7:00	WCBS-TV—Kirby St'ne Qu'nt't	
	WNBT—Kukla, Fran & Ollie	RCA Victor
	WABD—Captain Video	Johnson Candy
7:15	WCBS-TV—Paul Arnold, S'ngs	
	WPIX—Gail & Bill, Songs	
7:30	WCBS-TV—News	Oldsmobile
	WNBT—R'b'rta Quinlan, S'ngs	Mohawk Rugs
	WABD—Manhattan Spotlight	Dictaphone Corp.
	WPIX—Little Old NY	
7:45	WCBS-TV—Snarky Parker	
	WNBT—News Caravan	Camels
	WABD—Vincent Lopez	
8:00	WCBS-TV—Silver Theater	Int'l Silver
	WNBT—Tele-Theater	Chevrolet
	WABD—Newsw'k Views News	
	WPIX—Boxing	
8:30	WCBS-TV—Talent Scouts	Lipton Tea
	WNBT—Voice of Firestone	Firestone
	WABD—Al Morgan Music	
9:00	WCBS-TV—Candid Camera	Philip Morris
	WNBT—Lights Out	Admiral
	WABD—Wrestling	Sunset Stores
9:30	WCBS-TV—The Goldbergs	Sanka
	WNBT—Lucky Strike Thtr (alternate weeks)	Amer. Tobacco
10:00	WCBS-TV—Studio One	Westinghouse
10:30	WNBT—Who Said That	
11:00	WCBS-TV—Faye Emerson	Arnold Bread
	WPIX—Telepix	Con Edison
11:15	WCBS-TV—You Are An Artist	Doubleday
11:30	WCBS-TV—Telenews	

TUESDAY

10:45	7 pm—Same as Monday	
6:00	WNBT—Gobo's Circus	
	WPIX—News; TV Reporter	Con Edison
	WOR-TV—Mystery Rider	
6:45	WOR-TV—Time For Beany	
	WPIX—Jimmy Powers	
7:00	WCBS-TV—Kirby Stone Quint.	
	WNBT—Kukla, Fran & Ollie	Sealtest
	WABD—Captain Video	
	WOR-TV—Comedy Films	
	WPIX—News	
7:15	WCBS-TV—Paul Arnold Show	
	WOR-TV—Apartment 3-C	
	WPIX—Gail & Bill	
7:30	WCBS-TV—Television News	
	WNBT—Wendy Barrie	
	WABD—Manhattan Spotlight	
	WJZ-TV—The Fitzgeralds	
	WOR-TV—Dinner at Sardi's	
	WPIX—Tournament of Music	
7:45	WCBS-TV—Earl Wrightson	Masland Rugs

WEDNESDAY

10:45	7 pm—Same as Tuesday	
2:00	WJZ-TV—Market Melodies	Participations
4:00	WJZ-TV—Telephone Game	Participations
7:00	WCBS-TV—Kirby Stone Quint.	
	WNBT—Kukla, Fran & Ollie	Ford Dealers
	WABD—Captain Video	
	WOR-TV—Comedy Films	
	WPIX—Telepix	Con Edison
7:15	WCBS-TV—Paul Arnold, S'ngs	
	WOR-TV—Apartment 3-C	
	WJZ-TV—Looka Here, Film	
	WPIX—Gail & Bill, Songs	
7:30	WCBS-TV—Television News	Oldsmobile
	WNBT—Roberta Quinlan	Mohawk Rugs
	WABD—Manhattan Spotlight	
	WJZ-TV—The Fitzgeralds	
	WOR-TV—Dinner at Sardi's	
	WPIX—Tournament of Music	
7:45	WCBS-TV—Earl Wrightson	Masland Rugs

THURSDAY

10:45	7 pm—Same as Wednesday	
7:00	WCBS-TV—Kirby Stone Quint.	
	WNBT—Kukla, Fran & Ollie	Sealtest
	WABD—Captain Video	
	WJZ-TV—The Fitzgeralds	
	WOR-TV—Comedy Films	
	WPIX—News	Con Edison
7:15	WCBS-TV—Paul Arnold Show	
	WJZ-TV—Kieran Kaleidoscope	
	WOR-TV—Apartment 3-C	
7:30	WCBS-TV—Television News	
	WNBT—Wendy Barrie	
	WABD—Manhattan Spotlight	
	WJZ-TV—The Lone Ranger	General Mills
	WOR-TV—Al Siegel Song Sh'p	
	WPIX—Guggenheim, Game	
7:45	WCBS-TV—Snarky Parker	
	WNBT—News Caravan	Camels
	WABD—Vincent Lopez	

	WABD—Court Current Issues	
	WOR-TV—Opera Concert	
	WPIX—Boxing	
8:30	WOR-TV—Sports Int'ws	
9:00	WCBS-TV—Stage Door—Play	
	WNBT—Fireside Theater	Proctor & Gamble
	WABD—Cavalcade of Bands	Whelan's in NY
	WOR-TV—Boxing	Piel's Particip.
9:30	WCBS-TV—Suspense	Auto Lite
	WNBT—Life of Riley	Pabst
10:00	WCBS-TV—Wrestling	
	WNBT—Amateur Hour	Old Golds
	WABD—Feature Film	
11:15	WCBS-TV—Blues By Bargy	
	WNBT—Warren Hull Show	Doubleday
	WPIX—Telepix	Con Edison

9:00	WCBS-TV—A. Burrows Show	
	WNBT—Kraft Theater	Kraft Foods
	WABD—The Plainclothesman	
	WJZ-TV—That W'nderful Guy	
	WOR-TV—Sports from NYAC	Guinness Stout
9:30	WCBS-TV—Boxing	Pabst Beer
	WABD—Famous Jury Trials	Chevrolet Dlrs.
	WJZ-TV—Wrestling	
10:00	WNBT—Break the Bank	Bristol-Myers
10:30	WNBT—Talent Search	Vim, Bruno Stores
	WPIX—Telepix	Con Edison
	WOR-TV—H'wood Wrestling	
11:00	WCBS-TV—Newsreel	

	WOR-TV—Magic In The Air	
8:45	WPIX—Wrestling	Ripley Clothes
9:00	WCBS-TV—Escape—Play	
	WNBT—Kay Kyser	Ford Dealers
	WABD—Morey Amsterdam	DuMont Telesets
	WJZ-TV—Blind Date	Esquire Polish
	WOR-TV—Boxing	Bedford Stores
	WPIX—Wrestling	Sunset Appliance
9:30	WCBS-TV—Ilka Chase	Harriet Hub'd Ayer
	WABD—Boxing	Kreuger Beer
	WJZ-TV—Author vs. Critics	
9:45	WCBS-TV—Blues By Bargy	
10:00	WCBS-TV—Feature Film	
	WNBT—Martin Kane-Pvt. Eye	U. S. Tobacco
	WJZ-TV—Roller Derby	
	WNBT—Indefinite	
10:45	WOR-TV—Comedy Films	
	WPIX—Telepix	Con Edison
11:00	WCBS-TV—Newsreel	

WCBS-TV . . CH. 2	WJZ-TV . . CH. 7	
WNBT . . CH. 4	WOR-TV . CH. 9	
WABD . . CH. 5	WPIX . . CH. 11	

FRIDAY

10:45	7 pm—Same as Wednesday	
7:00	WCBS-TV—Kirby Stone Quint.	
	WNBT—Kukla, Fran & Ollie	RCA Victor
	WABD—Captain Video	
	WOR-TV—Comedy Films	
	WPIX—News	
7:15	WCBS-TV—Paul Arnold, S'ngs	
	WJZ-TV—Easter Shopper	
	WOR-TV—Apartment 3-C	
7:30	WCBS-TV—News	Oldsmobile
	WNBT—Roberta Quinlan	Mohawk
	WABD—Manhattan Spotlight	
	WJZ-TV—The Fitzgeralds	
	WOR-TV—Old Kn'ck Mus. H'll	
	WPIX—The Truex Family	
7:45	WCBS-TV—Snarky Parker	
	WNBT—News Caravan	Camels
	WABD—Vincent Lopez	
8:00	WCBS-TV—Mama—Play	Maxwell House
	WNBT—Quiz Kids	Alka-Seltzer
	WABD—Hands of Murder	
	WJZ-TV—Couple of Joes	
	WPIX—Premiere Theater	Doubleday
8:30	WCBS-TV—Man Ag'nst Crime	Camels
	WNBT—We, The People	Gulf Oil
	WABD—Headline Clues	
	WJZ-TV—The Ruggles	
	WOR-TV—Q-Ball Champs	Amer. Q-Ball Co.
9:00	WCBS-TV—Ford Theater, or Actors Studio	Ford Motor Co.
	WNBT—Versatile Varieties	Bonny Maid
	WABD—Sports For All	Mail Pouch Tob.
	WJZ-TV—Auction-Aire	Libby, McNeill
	WOR-TV—Wrestling	Frost Refrig.
9:15	—WPIX—Basketball	
9:30	WNBT—Big Story or Life Begins At 80	Pall Mall
	WABD—Film Feature	
	WJZ-TV—Majority Rules	
10:00	WCBS-TV—People's Platform	Household Finance
	WNBT—Boxing	Gillette
	WABD—Boxing	
	WJZ-TV—Roller Derby	Chevrolet Dlrs.
10:30	WCBS-TV—Capitol Cloak R'm	
10:45	WNBT—Greatest Fights	Chesebrough
	WOR-TV—Comedy Films	
11:00	WCBS-TV—Telenews	
	WNBT—Mystery Is My Hobby	Pioneer Sci.
	WPIX—Art Ford	
12:00	WPIX—Telepix	Con Edison

SATURDAY

2:00	WJZ-TV—Market Melodies	
4:00	WJZ-TV—Telephone Game	
4:45	WPIX—Music	
5:15	WPIX—Mr. Magic	
5:30	WPIX—Six-Gun Playhouse	
6:15	WOR-TV—Jerome Hines Show	
6:30	WCBS-TV—Indefinite	
	WABD—Feature Film	
	WOR-TV—Mystery Rider	
	WPIX—Telepix	Con Edison
6:45	WCBS-TV—Lucky Pup	
	WOR-TV—Time For Beany	
	WPIX—Film	
7:00	WNBT—American Forum	
	WOR-TV—Comedy Films	
	WPIX—News	
7:15	WCBS-TV—In The First Pers'n	
	WJZ-TV—TV Tot's Time	
	WOR-TV—Apartment 3-C	
	WPIX—City Hall	
7:30	WCBS-TV—John Reed King	Flagstaff Foods
	WNBT—Nature of Things	
	WABD—Captain Video	
	WJZ-TV—H'llyw'd Screen Test	Best Foods
	WOR-TV—Johnny Farrell, Golf	
	WPIX—Film	
7:45	WNBT—Leon Pearson, News	
	WOR-TV—Top Views in Sports	
8:00	WCBS-TV—Ken Murray or 54 St. Revue	Budweiser
	WNBT—Variety Show	
	WJZ-TV—Whiteman Teen Cl'b	Griffin Polish
	WABD—Dinner Date	
	WOR-TV—Twenty Questions	Ronson
8:30	WABD—Rocky King Detect.	
	WOR-TV—Wrestling Int'ws	
	WPIX—Film	
8:45	WOR-TV—Wrestling	Seidenberg Cigar
9:00	WCBS-TV—Ed Wynn Show	Camels
	WABD—Cavalcade of Stars	Whelans in NY
	WJZ-TV—Roller Derby	
	WPIX—Boxing	Hudson Dlrs.
9:30	WCBS-TV—Indefinite	
	WNBT—Around The Town	
10:00	WCBS-TV—Feature Film	
	WNBT—Meet The Press	
	WABD—Wrestling	
10:30	WNBT—Stock Car Derby	
10:45	WOR-TV—Comedy Films	
11:00	WCBS-TV—Feature Film	

SPONSOR ARRIVALS: JANUARY 22 THROUGH FEBRUARY 28

	SPONSOR	AGENCY	PROGRAM	DATE SPONSORED
ABC --	Bowery Savings Bank	J. Walter Thompson	Crusade In Europe(13)	Jan 22
	Nursery Time Prods.	Adair & Director	Market Melodies	Feb 15
CBS --	US Army	--------	Command Post	Feb 14
	Flagstaff Foods	Weiss & Geller	John Reed King	Feb 11
	Doubleday	Huber Hoge	You Are An Artist	Feb 6
	Harriet Hubbard Ayer	Federal	Ilka Chase	Feb 16
DuM --	Sunset Stores	W.B.Doner	Sunnyside Wrestling	Jan 30
	Unicorn Press	Victor Bennett	B'way to H'wood	Jan 27
	Johnson Candy	Franklin Bruck	Captain Video (Mon)	Jan 23
	Dictaphone	Young & Rubicam	Manhattan Spotlight(Mon)	Jan 23
NBC --	Gordon Baking Co.	N.W.Ayer	Hopalong Cassidy(WNBT)	Jan 29
	Lucky Strike	B.B.D.& O.	Lucky Strike Theater	Jan 30
	Vim Stores & RCA	Arnold Cohan	Harry Hershfield Talent	Feb 15
	Pioneer Sci.(Polaroid)	Cayton	Mystery Is My Hobby	Feb 19
	Congoleum Nairn	McCann-Erickson	Garroway At Large	Feb 19
	Regent Cigarettes	Brooke,Sm,Fr & Dorr	Leave It To The Girls	Feb 19
WOR --	American Q-Ball Co.	Blaine-Thompson	Q-Ball Championships	Feb 3
	Nat'l Biscuit Co.	McCann-Erickson	Westminster Dog Show	Feb 13,14
PIX --	Sunset & Bruno Stores	Armold Cohan	NY Rangers Hockey	Jan 29
	Bedford & Bruno "	N.C.Greenfield,Cohan	Pro. Basketball	Jan 28
	Bedford & Bruno "	N.C.Greenfield,Cohan	College Basketball	Feb 17

SPONSOR DEPARTURES: JANUARY 22 THROUGH FEBRUARY 28

CBS --	Philip Morris	Biow	Herb Shriner Show	Feb 4
	Messing Bakeries	Blaine-Thompson	Prize Party	Jan 24
	Ballantine	J.Walter Thompson	Wednesday Boxing	Feb 22
	Winston TV Stores	Sternfield-Godley	Telefinds Talent Show	Jan 25
	NY Chevrolet Dlrs	Campbell-Ewald	Winner Take All	Feb 18
NBC --	Teldisco (Int'l Harv)	Elliott Nonas	Stock Car Derby	Feb 11
	Doubleday	Huber Hoge	You Are An Artist	Jan 31
WOR --	Flagstaff Foods	Weiss & Geller	John Reed King	Feb 2

PROGRAM ARRIVALS ON TELEVISION IN NY: JAN 22-FEB 26

ABC - Europe Today, Crusade In Europe, Carolyn Gilbert, Dr. Fix-Un, Easter Shopper.

CBS - John Reed King Show, Stage Door, Opera Television Theater, What's My Line, You Are An Artist, Glamour-Go-Round(Ilka Chase), Command Post.

DuM - Hazel Scott, Dinner Date, Hialeah Horse Race.

NBC - Saturday Night Review, Don Winslow of the Coast Guard, Lucky Strike Theater, Opera Series, Mystery Is My Hobby, Harry Hershfield Talent Search, Wendy Barrie, Today With Mrs. Roosevelt.

WOR - Talent Parade, Night Book, Q-Ball Championships, Comedy Carnival (Films), Time For Beany, Wrestling from Hollywood.

PIX - Speaking of Television, NY Rangers Hockey, Gail & Bill,Songs, Shamrock Time, Professional Basketball, College Basketball, Jimmy Jemail, Tournement of Music, Wall Street.

Program Departures - next page

PROGRAM DEPARTURES: JANUARY 22 THROUGH FEBRUARY 28

ABC - Wendy Barrie Show.

CBS - Herb Shriner Show, Prize Party, Front Page, Winner Take All, Classified Column, Telefinds.

DuM - Spin The Picture.

NBC - You Are An Artist, Sports Highlights, Leon Pearson & The News, Melody-Harmony & Rhythmn, Around the Town.

WOR - Road To Success, Dick Kollmar Sketchbook, Arthur Lesser Show, John Reed King.

Ross Reports

ON TELEVISION PROGRAMMING

EDITOR : Henry Colman
RESEARCH: Nicholas Gordon

VOL. 2 NO. 1
SUPPLEMENT A

MARCH 5 - MARCH 11 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Mon(6) - NBC(Ch4) 9:30-10pm; HIGHLIGHT - The Bat by Johann Strauss; from WNBT to E&MW Nets; third in the NBC Opera Series; with Ethel Barrymore Colt, Edward Kane, Adelaide Bishop, Joseph Mordino & others; Producer - Samuel Chotzinoff; Artistic & Musical Director-Peter Herman Adler,NBC; TV Director - Charles Polacheck,NBC.

CBS(Ch2) 9:30-10pm; HIGHLIGHT - The Goldbergs; from WCBS-TV to E&MW Nets; family comedy series with Gertrude Berg has Arthur Godfrey, The Magid Triplets and Arnold Stang as guests.

CBS(Ch2) 11-11:15pm; from WCBS-TV to E&MW Nets; 11:15-11:30pm; on WCBS-TV local; CHANGE - Warren Hull Show; interesting personalities of the book world are interviewed by Warren Hull, replacing Jon Gnagy who has gone to the West Coast; Sponsor - Doubleday & Co; Agency - Huber Hoge & Son; Supervisor - Jack Munhall, Hoge.

Tue(7) - PIX(Ch11) 7:45-8pm; DEBUT - Ladies In Politics; on WPIX local; MC John Crosson interviews women in politics; Sponsor - Simon's Fur Center Assoc; Agency - Lew Kashuk & Son; Director-Peggy Gannon,PIX.

NBC(Ch4) 8-8:30pm; CHANGE - Texaco Star Theater; from WNBT to E&MW Nets; Hank Ladd is guest MC while Milton Berle fills Miami Beach engagement; returns March 14.

Fri(10) - WOR(Ch9) 7:30-8pm; DEPARTURE - Night Book; on WOR-TV local; dramatic show with narrator Ed Latimer; Pkgr - Thomson & Coles; Director-Roger Bower, WOR.

- more -

THIS ISSUE

THIS WEEK -- PRIMETIME ENTERTAINMENT HIGHLIGHTS

Sun(6) - ABC(Cont) 9:30-10pm; MIDDLEBOY - The Day by Joshua Mathews; Jack Weil to ABC - Hosts; Hilda M the ABC Opera Company; Jerry Orbach, Frances Dale, Howard Kern, Albertine Kilburg, Joseph Hoffman & Andrew Prudhomme - Sound Construct; Arthur Ko & Bernard Sharp - Production Adler,INC; TV Director - Charles Dubin,INC.

CBS(Cont) 9:30-10pm; VIGILANTE - The Conclusion; from NBC-TV to ABC; Jack Hardy comedy series with Tombs; Gary Merrill, Chelsey Cathey; Lt. Jim Hall & Jack Arnold Sheng as guests.

one(Cont) 11-11:15pm; Jack NBC-TV to ABC Noon; 11:15-11:30pm; on 1970-71 Local, OPINE - Jurgen Hull Show; interviews, personalities on the book world and is serviced by Arthur Hull, replacing Jon Gundy who has gone to the Ford Group; Sponsor - Industry & Agency - Tutor Love & Son; Supervisor - Jack Kimball, Exec.

Sun(7) - PTA(Cont) 7:30-8pm; NEWS - Ladies in Politics; on WFIX Local; MC Jane Cousens interviews women in politics; Sponsor - Women's Auxiliary Agency - Ike Lubank & Son; Director-Stage Manager,Pfl.

KUC(Cont) 8-8:30pm; CHANGE - Texaco Star Theater; from NBC to ABC Sat. Hank Lapp is guest MC while Milton Berle Pilot Hunt Seven on (Pressure) returns March 14.

Tue(10) - VOR(Cont) 7:30-8pm; DREAMING - Dark Book; on NBC-TV Local; Dramatic show with Jacques Mc Anthony; Exec - Frances & Sidney Blumenthal-Shaver Bower, ACR.

- 100% -

TVTR LEGEND

Title Week - Debuts, Highlights, Changes.....
Last Week - Cancels, Departures, Changes.....
Cabaret - Programs On After Midnight.....
Cons - Early Morn Music & General Interest.....
Educational - Local Talent, Colleges, Public Affairs.....
Sports - Pro, & Local Sports; M.S.G.....
Specials - Publicity & Promo.....
Special - Southern Interest Series.....
Pacific - ABC Morning, Performance.....

WOR TIME CHANGES

Thu(9) - Wrestling From Hollywood now 8-9pm; Q-Ball Championships now 9-9:30pm; Boxing From Broadway Arena now 9:30-10:45pm.

Fri(10) - Twenty Questions now 8-8:30pm; on March 31 adds 12 Sta of ABC-TV Net(not seen on WJZ-TV); Sports Interviews now 8:30-8:45pm; Wrestling From Jamaica now 8:45-10:45pm.

Sat(11) - Magic In The Air now 7:30-8pm; Top Views In Sports now 8-8:15pm; Johnny Farrell Golf Club now 8:15-8:30pm.

TITLE CHANGE

CBS--"Actors Studio" every-other-Friday 9-10pm, now The Play's The Thing.

LAST WEEK'S DEPARTURES

ABC -- Hollywood House departed Sunday February 26.
DuM -- Hialeah Horse Races departed Saturday March 4.
WOR -- Old Knick Music Hall departed Friday March 3; Jerome Hines Show departed Feb 25.

LAST WEEK'S ARRIVALS

ABC -- Blind Date returned from WJZ-TV to E&MW Nets; 9-9:30pm Thu; Arlene Francis & a battle of the sexes; Sponsor - Esquire Boot Polish; Agency - Emil Mogul.

Whiteman's TV Teen Club; from WFIL-TV Philadelphia to E&MW Nets; 8:30-9pm Sat; this second ½hr segment picked up sponsor - Griffin Shoe Polish; Agency-Bermingham, Castleman & Pierce; Supervisor - John McNeil,BC&P.

Marshall Of Gun Sight Pass debuted on WJZ-TV local; 6:30-7pm Sundays; on film; kinescope at KECA-TV Hollywood; children's western show featuring the adventures of the Marshall, played by Russell Hayden; with Roscoe Ates and others.

In The Morgan Manor debuted from WJZ-TV to E&MW Nets; 8:30-9pm Wednesdays; on film; kinescope at KECA-TV Hollywood; musical show with Russ Morgan as MC; Producer - Lou Place,KECA; Director - Dick Darley,KECA.

CBS -- After Hours debuted on WCBS-TV local; 11-11:15pm Fridays; Fred Robbins interviews musical and theatrical celebrities; with pianist Joe Bushkin; Sponsor - Winston TV Stores; Agency - Sternfield-Godley; Director - Leonard Valenta,CBS.

International Boxing Club Bouts; from WCBS-TV to E&MW Nets; events from St.Nicholas Arena picked up new sponsor & commentator Ted Husing; Sponsor - Pabst; Agency - Warwick & Legler.

Winner Take All returned from WCBS-TV to E&MW Nets; MC Bud Collyer in quiz contest with champ-challenger format; Sustaining; Packager - Todman-Goodson.

NBC -- Saturday Night Revue; from WNBQ Chicago, 8-9pm, to E&MW Nets; from WNBT to E&MW Nets 9-10:30pm; comedy-variety show with MC Jack Carter in Chicago & guest MC Burgess Meredith in NY, adds participating sponsors - RCA through J. Walter Thompson; Swift thru McCann-Erickson; United Fruit thru BBD&O; Chicago - Prod-Director - Ted Mills,WNBQ; Music - Joseph Gallicchio Orch; Choreography - Edith Barstow; New York - Producer - Max Liebman; Directors-Hal Keith, Kingman Moore, NBC; Production Supervisor - George McGarrett,NBC; Music - Charles Sanford Orch; Choreography - James Starbuck; Costumes - Paul DuPont; Sets - Frederic Fox.

FUTURES

March 12 Majority Rules; from WENR-TV Chicago to E&MW Nets; 8:30-9pm Sundays; new time for panel quiz show; replaces The Little Revue, which changes time to 9:30-10pm Fridays (effective March 17).

March 26 This Is Show Business; from WCBS-TV to E&MW Nets; program loses sponsor, continues sustaining; Sponsor - Crosley; Agency - Benton & Bowles.

April 6 Alan Young Show debuts from WCBS-TV to E&MW Nets; 9-9:30pm Thursdays;comedy star presides over weekly comedy-variety show; on film; kinesc at KTTV in Hollywood; Sponsor - Esso; Agency - Marschalk & Pratt; Supervisor - E.J. Whitehead, M&P.

April 5 Art Ford On Broadway debuts from WJZ-TV to E&MW Nets; 7:15-7:30pm Wednesday, Friday and Saturday; news and stories of Broadway by Art Ford; with film sequences & guests.

PUBLISHER'S NOTES

ROBERT MONTGOMERY held forth at the first luncheon meeting of the American Television Society on Friday, March 3 - with some eloquent and basic philosophy on showmanship. The 150 or more industry executives who were privileged to hear him were generally agreed the NBC's new Executive Producer not only brings a well-founded knowledge of showmanship to his Lucky Strike Theater program, but that he is able to express his views in a most coherent and enjoyable manner.

Montgomery stressed that it is "a classic mistake" in any branch of show business for producers and performers to fail to hold intimacy with their audience. He mentioned that "no audience ever failed a show". But that a more feasable reason could be an underestimation of that audience's intelligence and perception. An audience that senses remoteness or a feeling of superiority on the part of the producers and performers will close its collective eyes and ears to it. For that reason, he pointed out, he has been led to stress informality in his personal introductions to Lucky Strike dramatic productions.

A PLEA FOR UNDERSTANDING on the part of critics of television's stage of technical development fell on a number of deaf ears, however. Post-luncheon questioning revealed the belief - at least among a segment of his audience - that criticism of an art should not be tempered by allowances for that art's adolescence, but that it should treat with the finished product, whether it be through comparing it with other arts or just with standards of aesthetic accomplishment.

Montgomery allowed that he - along with related executives at NBC, American Tobacco and BBD&O - felt it "a pity" that his own production should be slotted against two such sterling programs as "The Goldbergs" and "Studio One", thereby depriving the viewer of much enjoyment. But - and he designated himself "a poor broken-field runner"- it has been explained to him that "a time element was involved".

In any event, his grasp of overall showmanship, his understanding of what it means to play to a small group audience in the home, his efforts to win that viewing audience, and his unlimited enthusiasm for his work make Robert Montgomery a welcome addition to television's ranks.

ASIDE - Jimmy Stroock of the Brooks Costume Company, who's been convalescing from an illness, had good cause to be proud last Monday when both his daughters - Geraldine Brooks and Gloria Stroock - appeared in the Silver Theater offering. This patron of all theatrical activities could receive no better impetus for recovery.

Briefs From The Trade And General Press

DUMONT ANNOUNCES CLOSED CIRCUIT COLOR WHILE OTHERS WRANGLE - On top of continued RCA & CBS claims to color superiority following their comparative demonstrations at Laurel, Maryland (CTI system broke down and will be domonstrated again later), two significant developments stole headlines - first RCA announced a 3-color direct view tube for demonstration shortly; then Dr. Allen B. DuMont announced a closed circuit color system available to industry and merchandisers that is slated to be demonstrated this week (Monday?) at the Grand Central Palace...On the 3-color direct view tube, commentated CBS President Frank Stanton, "If it will work in their system, it will work in our system better."

TV SET INSTALLATIONS UP TO 4,374,000 - January was the 4th consecutive month that TV set sales were over 400,000, according to NBC Director of Plans and Research Hugh M. Beville on Feb.28. Total number of sets reached 4,374,000 on the first of February, indicating that the expected post-Christmas slump shows no sign of materializing. The New York total is now 1,060,000...A proposed 10% excise tax on receiver sales was opposed by industry groups before the House Ways & Means Committee last week on the grounds that increased cost would hamper sales to low income groups.

ST. LOUIS-MEMPHIS CABLE OPENS - WMCT in Memphis became the first Southern station below the Mason-Dixon Line to receive the cable on March 1 when a new link was opened from St. Louis. The station, which will take programs from all four networks, reports that 5,000 more sets could be sold immediately if allotted. (see profile in following pages).

SUCCESS OF NBC SATURDAY 2½ HOUR SHOW PROVOKES REPS - A Hooperating of 38.4 piled up by NBC's $50,000 Chicago-New York origination last Saturday has provoked T.E. Flanagan, Managing Director of the National Association of Radio Station Representatives, to forward a letter to all stations not owned by networks charging that "it is a short step from sale of national spot advertising to the time when networks will begin to solicit and offer all spot advertising." The 2½ hour program was almost universally acclaimed - at least the New York-originated segment - and three advertisers have been announced as having picked up $6000 participations. (see front pages).

GENERAL FOODS UPS RADIO-TV BUDGET -In moving four of its accounts to Foote,Cone & Belding last week (3 from Y&R, 1 from Benton & Bowles) General Foods announced through Charles G. Mortimer, its Marketing V-P, that the advertiser will spend the largest figure in its history for radio, television & other advertising during the coming year, well over the $29 million figure for 1948.

HOOPER SELLS NATIONAL RATING SERVICES TO NIELSEN - A.C. Nielsen Company has acquired the Hooper Network and Pacific Coast Radio Rating Services and the Network TV Hooperating Service. Network TV Hooperatings will be compiled by the Hooper staff, but owned and sold by Nielsen. Hooper will push his local ratings in some 100 cities, and will also rate the first 15 and top 10 in New York, Chicago and Los Angeles, broken down into: Radio vs TV, Radio vs Radio, and TV vs TV...Illustrating this service, Hooper last week mentioned that Comparative Radio & TV Ratings in New York City as of March 2nd would read: Milton Berle-21.5; Jack Benny-17.6; Lux Radio Theater-17.5; Toast of the Town-15.6; Talent Scouts TV-14.6; Talent Scouts Radio-13.7; The Goldbergs TV-13.0; Godfrey & Friends TV-12.2 Winchell-12.0; Crosby-11.6...According to Hooper, TV's share of the NYC audience today is 44.5%; in Los Angeles-22.5%.

PROGRAM	NET	TIME	GUESTS
			SATURDAY MARCH 4
Cavalcade Of Stars	DuM	9-10pm	Janis Paige, Salvatore Baccaloni, basso; Irving Fields Trio, Dorothy Jarnac, dancer; Mayo Brothers, dancers
Ed Wynn Show	CBS	9-9:30pm	Gloria Swanson
Hollywood Screen Test	ABC	7:30-8pm	Alan Baxter, lead; Steve Holland, Mary Ashworth, Marcia Henderson, tests
Ken Murray Show	CBS	8-9pm	"The Champion" - scene with Kirk Douglas & Arleen Whelan; Margie & Lennie Ross, novelty act; W.C.Handy, Yacobi Troupe, acrobats;Jan Rubin & son, violinist & pianist; Burton's Trained Birds
Twenty Questions	WOR	8-8:30pm	Helmut Dantine
Saturday Night Revue	NBC	8-10:30pm	Don Ameche, Mischa Elman, Gertrude Niesen
			SUNDAY MARCH 5
Celebrity Time	ABC	10-10:30pm	Mary McCarty, Robert Q. Lewis
Colgate Theater	NBC	8:30-9pm	"Neither A Borrower" by Reginald Denham & Mary Orr; with Leona Maricle, Perry Wilson, Jordie McLean, Marion Russell, Sherry Bennett, Emily Lawrence, Jean Pugsley
Goodyear-Whiteman Revue	ABC	7-7:30pm	Earl Wrightson, Irra Petina, soprano; Carla Fernando, dancer; Rosita Rios, singer
Leave It To The Girls	NBC	8:30-9pm	Dr. Huston Peterson, philosophy professor
Philco Playhouse	NBC	9-10pm	"Vincent Van Gogh" by Edward Alden Jewell; adapted by Hoffman R. Hays; with Everett Sloane, Chester Stratton, Jeff Morrow, Mercer McLeod, Edgar Stehli, Dan Reed
Say It With Acting	NBC	6:30-7pm	Mr. Roberts vs. Come Back Little Sheba
Supper Club	NBC	8-8:30pm	Wally Cox; Johnny Coy, dancer
This Is Show Business	CBS	7:30-8pm	Arlene Francis, guest panelist; Charles Winninger, Ethel Waters, Jean Carroll,comedy
Toast Of The Town	CBS	8-9pm	Vic Damone, Monica Lewis, Treni Rayes, dancer; Anton Karas, zither; Margaret O'Brien, Micky Deems

PROGRAM	NET	TIME	GUESTS
		MONDAY MARCH 6	
Chevrolet Tele-Theater	NBC	8-8:30pm	"Queen Of Spades" by Michael Sayers; with Basil Rathbone, Margaret Wycherly, Felicia Monteleagre, Tony Bickley, Alexander Campbell, Leon Askin, Patricia Courtley
Faye Emerson Show	CBS	11-11:15pm	Maxine Sullivan, Jan August
Godfrey's Talent Scouts	CBS	8:30-9pm	Suzanne Shepard, soprano; Stewart Ballinger, baritone; Angie Bond Instrumental Trio, Val Eddy, xylophone
Lights Out	NBC	9-9:30pm	"The Strange Case Of John Kingman" by Murray Leinster; with Richard Purdy, John Newland, Phil Huston, Ron Rawson
Mohawk Showroom	NBC	7:30-7:45pm	Fosse & Niles, dancers
OKay Mother	DuM	1-1:30pm	Maggi McNellis
Silver Theater	CBS	8-8:30pm	"Lucky Pierre" by Julian Zimet & Bernard Gordon; with Georges Ripka, Skippy Homeier, Muriel Kirkland, Maurice Manson, Patricia Peardon, Lester Lonergan
Studio One	CBS	10-11pm	"Dreams Of Jasper Hornby" by Kevin Mullen; adapted by Worthington Miner & Kevin Mullen; with David Wayne, Doris Rich, Carol Williams, Alan Stevenson,
Vanity Fair	CBS	4:30-5pm	Agnes Rogers, author; Bernice Kallet & Mira Silverstein, party planners
Voice Of Firestone	NBC	8:30-9pm	Annalisa & Jussi Bjoerling, soprano & tenor
Who Said That	NBC	10:30-11pm	H.V. Kaltenborn, Lillian Hellman, Deems Taylor
		TUESDAY MARCH 7	
Cavalcade Of Bands	DuM	9-10pm	Eddy Duchin, Constance Moore, Howard & Wanda Bell, acrobats; George DeWitt, comic; Fred Sanborn, novelty act; Flossie & Niles, dancers
Eloise Salutes The Stars	DuM	7:30-7:45pm	Johnny Stewart, actor; Charles Magnanti, accordionist
OKay Mother	DuM	1-1:30pm	Elinor Snyder Grossman, dancer
Opera Concert	WOR	8-8:30pm	Lois Hunt, soprano; Thomas Hayward, baritone
Vanity Fair	CBS	4:30-5pm	Rosemarie Sheehan, fashion authority

PROGRAM	NET	TIME	GUESTS
		TUESDAY MARCH 7	
Suspense	CBS	9:30-10pm	"Man Overboard" by Robert Tallman; with Dick Foran, Eileen Heckart, E.G. Marshall, King Calder
Texaco Star Theater	NBC	8-9pm	Guest MC Hank Ladd, Bert Lahr, Pearl Bailey, Arnold Stang
		WEDNESDAY MARCH 8	
At Home Show	CBS	7:45-8pm	Ann Crowley, singer
The Clock	NBC	8:30-9pm	"Graveyard Shift" by James Lee; with Tom Drake, Ann Marie Geyer, John Gerstad, Bob Sloat, Harry Mahaffey, Joe E. Marks
Dinner At Sardi's	WOR	7:30-8pm	John B. Gambling, Tom Drake, Dixie Dunbar
Mohawk Showroom	NBC	7:30-7:45pm	Larry Douglas, singer
Abe Burrows Almanac	CBS	9-9:30pm	Monica Lewis, singer
Kraft Theater	NBC	9-10pm	"The 19th Hole" by Frank Craven; adapted by Howard Lindsay; with Alan Stevenson, Hildy Parks, Enid Markey, Emmett Taylor, Reese Taylor, Richard Bishop, Dort Clark
OKay Mother	DuM	1-1:30pm	Leila Lee & son, Jim Kirkwood, comic
Vanity Fair	CBS	4:30-5pm	Jean Van Evera, author; Wm Pahlman, designer
		THURSDAY MARCH 9	
OKay Mother	DuM	1-1:30pm	Not available at press time.
Vanity Fair	CBS	4:30-5pm	Herbert Agar, writer; Mary Brooks Picken, sewing authority
		FRIDAY MARCH 10	
Ford Theater	CBS	9-10pm	"Room Service" by Allen Boretz & John Murray; adapted by Norman Lessing; with Jack Carson, Hume Cronyn, Pat Harrington, Chester Stratton, Alexander Asro, Wm Layton, Mort Stevens, Francis de Sales, Augusta Rowland
Mohawk Showroom	NBC	7:30-7:45pm	Eddie Manson
		SATURDAY MARCH 11	
Cavalcade Of Stars	DuM	9-10pm	Janet Blair, Shandra Kaly Dancers, Maurice Rocco, pianist; Robert Scheerer, dancer

(This weekly feature is designed to serve as a clearing house for production techniques which have made those shows which we review outstanding in their categories).

#14 - "MR. AND MRS. MYSTERY

DATE REVIEWED - Tuesday February 28 - 7:15-7:30pm - on WOR-TV local.

PACKAGER - Harvey Marlowe TV Associates
PROD-DIR - Harvey Marlowe
CAST - Barbara & John Gay & Others

WRITERS - John Gay & Freelance
TELEVISION DEBUT - October 1949
RATING - NYC Pulse 2.8

"Mr. and Mrs. Mystery" combines all the elements of comedy, mystery, suspense and the "cliff-hanger" ending in the well-known "soap opera" format. This five per week show makes no bones about it - it's out to gather an audience and will use all the familiar devices to do it.

Packaged by Harvey Marlowe, whose experience in the medium has helped the early efforts of at least three New York stations, the program started originally as a domestic comedy, seen three times per week. It took to the air when WOR-TV debuted last October, and is now one of the few survivors in the revised program schedule. In the interim it has built up its time as well as budget. The original story line related incidents in the lives of newlyweds Barbara & John Gay, but in January, when the show added two days to its schedule, emphasis was put on a story line which ran through the five segments. The pressure of a new story daily was felt to be too great and not at all beneficial to the success of the show.

The increasing competition of "Captain Video" and "Kukla, Fran & Ollie," aired in the same period, has brought about the addition of the mystery element to the program. The producer feels that this should (a)bring in the kid audience & retain the adult audience (b)build up the audience through a desire to see next night's episode (c)make the show desirable to an advertiser. The new title (show was formerly known as "Apt. 3C") was chosen in the hope that the viewer poring over the program schedule would become interested and turn to Channel 9.

On the evening that the program was reviewed, it lived up to its title completely. A pocket edition of the larger mystery shows, there was enough suspense, comedy & excitement to keep the youngsters as well as the oldsters on the edge of their seats. The Gays returned from a masquerade with a pocketful of jewels and trouble, in the form of the "menace of the week." He lurked behind a kitchen door, and at an appropriate moment (the end), with Barbara tied and gagged, slugged John with a blackjack.The weapon, actually a rolled-up black glove, was most realistic. The program showed plenty of movement, aided by fluid camera cuts from one set to another. The effective use of set pieces added to the variety of camera shots. The young couple, as well as their "antagonist", were credible and at their best in the short comedy sequences.

DIRECTOR'S POLICY -- Marlowe realizes that with a limited budget and rehearsal time emphasis must be put on getting the story across. He can't use intricate sets, fancy camera shots or take the time to concentrate on minor details of stage business. His past experience in the medium has enabled him to work rapidly in rehearsal, and working with the same actors each day has allowed for a minimum of waste A distinct effort is made not to offend the sensibilities of any viewer, no matter the age group. In a show of this type, blackjacks and guns may become an everyday policy, but the director promises no falling bodies or "on screen" murders.

SCRIPTS -- John Gay originally wrote the entire scripts for the week, but when the show adopted its five-a-week policy in January, outside freelance writers were contacted. The addition of one new character to the week's proceedings also added a problem to the writing job. Through the clever use of phone conversations and other dialogue within an evening's show, the presence of more than just three characters is implied. The maximum number of people on any one show has been four. An effort is being made to sign up one writer for the show so that scripts can be planned three to four weeks before production. At the present time, an idea is presented by Barbara, John, Marlowe or the writer, and with everyone's cooperation, the script takes birth. The show is now only one to two weeks ahead in scripts. Each show is written line for line since it is memorized completely by the actors.

PRODUCTION -- "Mr. and Mrs. Mystery" might very well be the only television show on the air with two separate homes. Because of a complicated schedule for crews, WOR-TV has built duplicate kitchen and living room sets in both its Amsterdam Roof studio and its new TV Center at West 67th Street. Every-other-day finds the cast and its production staff moving up or downtown. Rehearsal amounts to just one hour dry and one hour camera per day. Details of movement are worked out and lines are rehearsed and changed, if necessary. The living room of the Gays is completely furnished and so is the kitchen, but any other scenes take place in front of an insert with set pieces. Biggest problem to date has been that of rehearsing the one new person each week, acquainting them with the production problems faced by a low budget show. This might mean a minimum of salary as well as a minimum of rehearsal time.

PACKAGER'S CONTRACT -- Marlowe's contract with the station runs three years with 13 week options, and a boost in budget at the end of each 26 weeks. The show is currently available at $270 per ¼ hour, plus time, with only the time charges commissionable. When the show goes commercial, the packager's share will be a calculated percentage of the gross after the usual discounts. The salesmen at WOR-TV have unanimously agreed that the show is one of the most "sellable" items on the station, and an all-out effort is being made to promote a sponsor.

ADDENDA -- The advantages of working with a low budget package may seem rather limited, but this producer hopes to "snowball" his package into a big-time item. Negotiations are now taking place for the program to be offered via kinescope in markets all over the country by a national sponsor. Since the format is universal in its theme, and with the scene of action taking place in almost any community near a big city, the packager feels that audience appeal is unlimited. Small stations, who heretofore have not been able to afford the high-budgeted comedy or mystery shows, may now provide entertaining program fare to their viewers at a low cost.

At the same time, Marlowe is at work producing a series of plays for stage and television in a motion picture theater in Berwyn, Pennsylvania. Plans call for seven stage performances per week to be followed by a Monday night telecast over WFIL-TV Philadelphia. The stage version of the play will be re-staged for television by Marlowe on Sunday & Monday. Initial telecast on the local Philadelphia station will be Monday, March 6, 8-9pm. Reason behind the present legitimate-TV operation is the effort to get a "polish" to dramatic offerings for television. The producer feels that actor association with the audience over a period of seven performances prior to broadcast will give the added lustre. The move by WFIL-TV may very well be a forerunner of a new method of operation for dramatic offerings, says Marlowe, putting it on a highly professional level available to the entire network.

BINDERS - We have enclosed, once again, our application blank for binders for your copies of ROSS REPORTS. Unless more of you express a desire for them, however, we will be unable to purchase them at a quantity price.

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[illegible] - We have noticed, once again, that apparently [illegible] copies of [illegible]. Unless more of you express a desire for them, however, we will be unable to purchase them at a quantity price.

22 NON-INTERCONNECTED SOUTHERN STATIONS

AWAIT THE CABLE WITH MIXED EMOTIONS

LINKING OF WMCT MEMPHIS PROMPTS A SURVEY OF THE SITUATION

Atlanta:	WSB-TV, WAGA-TV	Miami:	WTVJ
Birmingham:	WAFM-TV, WBRC-TV	New Orleans:	WDSU-TV
Charlotte:	WBTV	Louisville:	WAVE-TV
Dallas:	KBTV, KRLD-TV	Okla. City:	WKY-TV
Greensboro:	WFMY-TV	Pheonix:	KPHO-TV
Fort Worth:	WBAP-TV	San Antonio:	WOAI-TV, KEYL-TV
Houston:	KLEE-TV	Tulsa:	KOTV
Jacksonville:	WMBR-TV	Huntington:	WSAZ-TV
Memphis:	WMCT	Albuquerque:	KOB-TV

COMING ON: Atlanta: WCON-TV; Jacksonville: WJAX; Nashville: WSM-TV; Norfolk: WTA

CABLE THIS YEAR: Atlanta, Birmingham, Charlotte, Greensboro, Jacksonville, Louisville Norfolk.....(also - Kansas City, Indianapolis, Davenport, Des Moine Rock Island, Minneapolis, Omaha).

Problems of most of the non-interconnected Southern TV Stations are due to grow even more complex this year. For many of them the biggest news of 1950 will not be the feat of breaking into the black, nor of set sales in their area either.... both of these considerations are largely dependent upon just one big development -- the arrival of the cable, of live network programs, preempting of local time, shiftin of schedules, rearranging rate cards, finding an economic operation that will pay off

The cable came to Memphis, Tennessee, last week...amid much fanfare, including a parade, a special network television section in the "Commercial Appeal", & a boom in set sales. Its full impact and the changes it is making are examined in a special profile of WMCT Memphis in the following pages. The 7 other Southern cities that will join the chain this year will be watching very diligently just what effect the arrival of the cable will have in this typical Southern locale.

SOUTHERN STATION ACTIVITY TO DATE has been characterized by a minor studio operation, a fair amount of remote coverage of sports, a lot of film, and a whole schedule full of network kinescopes. Many stations do not even own cameras. Most have had access to the off-tube recordings of all four networks and Paramount offerings as well. Although the stations derive only about one-third of their rate card charges from these programs,they have all been active in selling local, regional and national spots around the kinescopes....in many cases - because of scheduling freedom - they have been able to get away with double spotting too. This, combined with minimum studio facility investment and overhead, has tended to help station operators toward tha mystical color of ink, black.

STATION OWNERSHIP of many of the Southern permits is in the hands of newspaper interests. In one or two of the cases, theater people have the license. In the Southwest, heavy cattle investment is to be found. Generally, owners can be characterized as being well heeled, and yet, with a few exceptions, none have been shelling out money to do a big local job of programming. This is chalked up, of course, t an average number of 35,000 sets in each market - a mere drop in the bucket compared to radio coverage. Most stations have the power to do a big area job - and some in Texas and Florida are covering practically the whole state, they say. But mountainous terrain generally keeps effective viewing down to a 50-75 mile radius.

This examination is not pertinent to the operation of those stations that are cable veterans, to be sure. Baltimore, Wilmington, Washington, Richmond, St. Louis and the like have already won their cable spurs. Indeed, Baltimore, for one, claims a TV penetration of 50% or more of all broadcast targets (people). Experienced as they are, they have been able to work out a sound ratio of local-network programming. What's worrying the non-interconnected stations is - how are we going to handle the problem?

Speaking at the recent TBA convention, Jack Boyle of WAVE-TV Louisville said words to the effect, "I don't know whether I'm so happy about getting the cable. Sure, the people want it, but as a station operator I'm not sure just how much money its going to take out of my pocket. But it's coming, and there's nothing I can do about it."

A big factor will be the amount of time ordered by the networks and/or their advertisers. If stations can squeeze in a local show between cable programs, they can reap a harvest in local revenue. Since many stations operate in a time zone that is an hour behind the East, they can sell local sponsors after cable time. But although the average Southern station is 65% sold out at present, they'll have to do much better than that figure to match the revenue once they get on the small end of network billings.

A pre-cable check of Southern Stations today, by way of their National Representatives, follows. The list is not complete, merely representative; and the remarks are designed to highlight rather than completely cover all station activities.

ATLANTA - currently competing stations WAGA-TV & WSB-TV will soon be joined by the Constitution-owned WCON-TV. Hooper says that Television had a 21.3% share of audience in December-January in this market. Number of sets is about 30,000. Class A Hour Rate is around $250. WAGA-TV, which also does a big sports job, receives CBS and DuMont recordings. WSB-TV offers the others. **

BIRMINGHAM - has two stations transmitting, WAFM-TV and WBRC-TV. The former is a CBS affiliate; the latter is represented by Paul Raymer. Sets in area according to latest "Broadcasting" number 11,000. WAFM-TV is one of many Southern stations to adopt the Multiscope syatem of running news and programs in print on tape across its test pattern in the afternoons.

CHARLOTTE - this single station city also has over 11,000 sets. Station WBTV takes programs from four networks, uses multiscope, has two 16mm film projectors, programs until midnight, charges $175 per Class A hour and $35 per announ**

GREENSBORO - the other North Carolina station, WFMY-TV, owns a camera and charges $20 an hour for use of its studio facilities, charges $150 per Class A Hour $20 per minute announcement, transmits from 6 to 9:30 or 10pm, takes NBC, CBS and DuMont recordings and transmits to about 10,000 receivers.***

MIAMI - faced with the prospect of going cable-less for some time to come, this station represented by Free & Peters, is owned by the Wometco theater interests, claims its signal can be picked up clear across the state in St. Petersburg. It is almost 3/4 sold out, takes recordings from all four networks, does a big sports coverage of horseracing, baseball and jai alai and does studio programming in conjunction with the University of Miami television workshop. Sets - 17,100.

**WAGA-TV - Free & Peters; WSB-TV - Edward Petry; WBTV - CBS; WFMY-TV - H,R & P

LOUISVILLE - with WAVE-TV already doing a big job, WHAS-TV, a CBS affiliate, is also due to come on shortly. WAVE-TV, represented by Free & Peters, is owned by the Louisville Courrier Journal and operates with 4 image orthicon cameras and a mobile unit as well as 16mm projectors. Class A hour rate is $250 plus $90 for studio facilities when used. Dark on Mondays, the station does a big sports job at nights and has sold a lot of its films to local sponsors. Currently taking programs from all networks, it will lose CBS when WHAS comes on and so will have to look to the cable for strong programming to buck its competitor.

SOUTHWEST STATIONS - Dallas, San Antonio, Houston, Fort Worth, Albuquerque, Pheonix, Tulsa all fall into this area. Adam Young is the National Rep for four of the operations.....Fort Worth-Dallas' KBTV & WBAP-TV will soon have KRLD-TV to compete with for the estimated 35,000 sets at present. Its WBAP-TV, represented by Free & Peters, is a million dollar operation in every way - plant, programming, ownership and viewing, since the plains of Texas carry a long signal. Currently taking all four networks it will lose CBS shortly to KRLD-TV.....Adam Young's KBTV also uses Paramount recordings as well as DuMont's; will go NBC....Houston's KLEE-T caters to 15,000 sets and also uses recordings from all five networks with a $300 Class A Hour Rate. Biggest sponsor is Hoffman TV distributor. Tulsa KOTV caters to almost 16,000 sets, charges $200 per Class A Hour, came on last November, and is selling local programs as well as taking all five networks. San Antonio's KEYL-TV was just joined by WOAI-TV in a 10,000 set market. KPHO-TV in Pheonix has 5000 sets. KOB-TV Albuquerque reaches 2000 sets.

THE BIG QUESTION: When the cable comes, will it bring better pictures than the off-tub recordings now supply?

STATION PROFILE #5

The Commercial Appeal	WMCT	Independent
Owner of AM Sta - WMC	Memphis, Tenn.	Primary NBC Affiliate Also ABC,CBS, DuMont

ADDRESS: Offices & Studios - Third & Madison, Goodwyn Institute.

FACILITIES: Audio - 7,120 W.; Video - 13,600 W.; Frequency 66-72 MCS; Operates on Channel 4; studio and cameras, mobile unit; 16mm projector & slides.

RATES: Rate Card #3 November 1, 1949 -- Class A: 6-10:30pm Mon-Fri & 12-10:30pm on Saturday & Sunday - Base Rate is $200 for 60 minutes, $40 for 1 minute. Class C: Other time - 50% above; Class B: 6-6pm Mon-Fri - 75% of above..... Participations quoted on request; all rates for air time only and subject to 15% commission to agencies. Net costs for production added.

PERSONNEL: Manager - H. W. Slavick; Commercial Manager - J.C. Eggleston
Programs- Wilson Mount Chief Engineer - Ed Frase

REPRESENTED BY: The Branham Company; NYC Office - 230 Park Avenue...MU 6-1860

AUDIENCE DATA: Estimated receivers - 23,000; BMB figures show 1,543,200 population; 429,200 families; 1,336,220 (in thousands) effective buying income in the area covered by WMC (AM). These are 1949 revised figures.

THE CABLE HIT MEMPHIS ON MARCH 1 - with a resounding clamor from brass bands and a monster parade, plus a 28-page special edition of The Commercial Appeal (owner of Stations WMC, WMCF & WMCT). Since the station is a primary NBC affiliate, the special section was loaded with pictures and stories of the NBC personalities and programs that would now be brought live to the area....including Milton Berle, whose sponsor would not permit him to be seen on kinescope other than on the West Coast. There was data on CBS, ABC, and DuMont too - like the Paul Whiteman Revue, Stop The Music, The Ken Murray Show and many others. The whole town went wild with anticipation, and dealers advise that they could have sold 5000 more sets in the past few weeks if they had been able to get the allocations.....Joseph Tinlin of the Branham Company, National Sales Representatives for WMCT, advises that the mounting demand presages a 30-35000 set total in the area by July, a 50,000 total by year's end and a potential somewhere around 150,000.

UP UNTIL NOW, WMCT operation has been similar to that of most Southern stations. In addition to a Multiscope schedule (taped news and programs over Test Pattern) from 12:30 to 5:30pm weekdays, the station operated from 5:45 to 11pm Sundays and from to 10:30pm weekdays and Saturdays.....Sunday schedules included such network recordings as The Supper Club, Philco Playhouse, Fred Waring & ABC's Youth On The March, plus the usual news and religious local programs a locally-sponsored half-hour House Party with Nat Buring and a film cartoon sponsored by the big local Coca Cola dealer. .....Weekday features included: Kukla, Fran & Ollie, Roberta Quinlan for Mohawk Rug, Chevrolet Tele-Theater, Whiteman's Goodyear Revue, Lights Out for Admiral, DuMont's Morey Amsterdam, Life of Riley for Pabst, Crosley's This Is Show Business, The Clock for Lever Brothers, Arthur Godfrey's Chesterfield Show, Inside USA with Chevrolet, The General Mills Lone Ranger, Ford's Kay Kyser, One Man's Family, Gulf's We The People, The Bonny Maid Varieties, Chesebrough's Greatest Fights and Budweiser's Ken Murray.

Locally, the station aired a sponsored cartoonist, a quiz program; wrestling, sponsored by an appliance distributor, Stewarts; several studio originations of the service type, a 15 minute sponsored remote interview show; a half-hour talent show. Unable to make a deal with the Memphis baseball club, the station has purposely gone light on wrestling and other nighttime sports and has no access to college sports eithe Most of the Multiscope time has been sold in quarter-hour blocks to TV set dealers who find it helpful for demonstration purposes.

MANY LOCAL SHOWS WILL BE RETAINED now that the cable link is in...at least 14 originating from the station's live or film studios. But, for the most part, evening time will be preempted by the networks. In some cases, where NBC has ordered the time, those of the other networks may be placed on kinescope at different hours. On Saturdays the first half of NBC's 2½ hour stanza will alternate weeks with CBS' Ken Murray, while the second half will be picked up weekly. Needless to point up, at cable debut time, station executives were still unsure as to their working schedule.

But the WMC owners are veterans and confident. While the revised operation will undoubtedly cost them money, they're glad the cable has arrived and boast of the fact that theirs is "the first station south of the Mason-Dixon line to receive the cable"(Memphis geography book). Their timetable record - 1923: WMC took the air; 1926: station joined the network; 1948: WMCT began operations; 1950: The cable.

Station engineers claim that their programs are seen up to 100 miles away from the 750-foot antenna and claim that there will be no difference in the quality of recep tion between the network cable and local programs. Memphis residents, who have no other station to tune in, are boisterously happy just with having Milton Berle in their livin rooms. Station operators are not quite sure what they're happy about.

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ROSS REPORTS ON TELEVISION

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Ross Reports

ON TELEVISION PROGRAMMING

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EDITOR : Henry Colman
RESEARCH: Nicholas Gordon

VOL. 2 NO. 1
SUPPLEMENT B

MARCH 12 - MARCH 18 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(12) - CBS(Ch2) 5-6:30pm; HIGHLIGHT - La Traviata; from WCBS-TV to E&MW Nets; Sustaining; second production of the Opera Television Theater; sung in English by Lawrence Tibbett, Elaine Malbin, Brooks McCormack & Others; Producer - Henry Souvaine; Conductor - Fausto Cleva; Director - Byron Paul,CBS.

Mon(13) - DuM(Ch5) 12:30-1pm;RENEWAL - Rumpus Room; from WABD to 2 Sta E Net; Mon-Fri; audience participation show with MC Johnny Olsen renewed for 13 weeks; Sponsor - Premier Foods; Agency - Peck.

Tue(14) - NBC(Ch4) 8-9pm; CHANGE - Texaco Star Theater; from WNBT to E&MW Nets; Hank Ladd is guest MC until Milton Berle returns March 21.

WOR(Ch9) 7:30-8pm; RETURN - Old Knick Music Hall; on WOR-TV local; comedy-variety show featuring gas light era entertainment replaces "What Happens Now"; Packager-Producer - Paul Killiam;Dir-Nat Eisenberg.

Thu(16) - CBS(Ch2) 8:30-9pm; DEPARTURE - Inside USA With Chevrolet; from WCBS-TV to E&MW Nets; comedy-variety show with Peter Lind Hayes; Sponsor - Chevrolet Motors; Agency - Campbell-Ewald; Packager-Producer - Arthur Schwartz; Director - Sherman Marks.

NBC(Ch4) 6-6:15pm; DEBUT - Friendship Ranch; on WNBT local; children's variety show with western flavor; with yodeler Olivio Santoro; Sponsor - Burry Biscuits; Agency - Clements,Phila; Packager-Producer - Alice Clements; TV Director - David Roberts, for Clements.

- more -

THIS ISSUE

Sat(18) - ABC(Ch7) 10pm to conclusion; DEBUT - College Basketball; from WJZ-TV to 25 Sta E&MW Nets; series of Saturday contests from Madison Square Garden; this date - finals of the National Invitational Tournament; March 25 - Eastern Regional Finals, NCAA; April 1 - East-West All-Star Game; Sponsor(for all) - Gillette; Agency - Maxon.

LAST WEEK'S TIME CHANGES

ABC -- Market Melodies now 1:30-3:30pm Fridays; same time, 2-4pm, Wed, Thu & Sat; Adventures In Sewing on 3:30-4pm forces move. (See Last Week's Arrivals)
A Couple Of Joes now 9-9:30pm Wednesday; The Ruggles now 8-8:30pm Fridays; That Wonderful Guy now 8:30-9pm Fridays; Author Meets The Critics now 8:30-9pm Wednesdays; In The Morgan Manor now 9:30-10pm Thursdays.

THIS WEEK'S TIME CHANGES

ABC -- Majority Rules now 8:30-9pm Sundays.

WOR -- Wrestling From Hollywood now 7:30-8:30pm Thursdays; Q-Ball Championships now 8:30-9pm Thursdays; Al Siegel's Music Shop now 7:30-8pm Fridays.

LAST WEEK'S DEPARTURES

WOR -- Night Book departed Friday March 10; What Happens Now departed Tuesday March 7.

LAST WEEK'S ARRIVALS

ABC -- Adventures In Sewing debuted on WJZ-TV local; 3:30-4pm Fridays; on film; sewing expert Louise Winslow shows how to do custom tailoring; Sponsors - Sulzman Distributing Corp & Apollo Distributing Corp for Domestic Sewmachines; Agency - Fuller, Smith & Sons, Cleveland; Packager - Cinecraft Prods, Cleveland.

Market Melodies; on WJZ-TV local; 2-4pm Wed, Thu & Sat; 1:30-3:30pm Fridays; picks up new participation - Owens Karass Inc of Rochester for Sark, card game; 13 weeks through Hutchins, Rochester.

WOR -- All American Automobile Show; 7:30-8pm Friday; one-shot for Kaiser-Frazer featured display of new car models; Agency - William Weintraub.

PIX -- Ladies In Politics debuted on WPIX local; 7:45-8pm Tuesdays; MC John Crosson interviews women in politics; Sponsor - Simon's Fur Center Assoc; Agency - Lew Kashuk & Son; Director - Peggy Gannon, PIX.

Five Boroughs debuted on WPIX local 7:30-8pm Wednesdays; Vivian Farrar presides over panel of 5 teen-agers, one from each borough, who participate in quiz about New York City; Director - Peggy Gannon, PIX.

TITLE CHANGE

DuM -- "Shopper's Matinee" now Matinee Time. The various segments of this 2-4pm daily show to 9 stations on the network will now stress entertainment more than the previous service nature when the show originated some months ago.

BINDERS - We are still shy our quota of binders needed to be able to order in quantity. Will you kindly notify us if you desire 1 or 2 and about what price range.

March 19 They Stand Accused; from WGN-TV to E&MW Nets; 9-10pm Sundays; departs and is replaced by "Square Dance", variety show with rural flavor; from WGN-TV to E&MW Nets; effective March 26.

March 23 Holiday Hotel debuts from WJZ-TV to E&MW Nets; 9:30-10pm Thursdays; Edward Everett Horton is manager and Lenore Lonergan the telephone operator in comedy-variety show with hotel setting; with dancers June Graham, Don Saddler, singer Betty Brewer; Sponsor - Packard; Agency - Young & Rubicam;Pkgr-Monte Proser; Producer - Karl Schullinger,Y&R; Director - Preston Wood,Y&R; Stager - Edward Duryea Dowling; Writer - Tom Adair; Music - Bernie Green.

March 25 National Indoor Tennis Finals; on WCBS-TV local; 1:30pm to conclusion; the matches from the Seventh Regiment Armory; Director - Judson Bailey, CBS.

March 29 Chicago Golden Gloves Finals; from WGN-TV Chicago to 24 Sta E&MW Nets;also 6 kinesc; 9:30pm to conclusion; finals of the Chicago sporting event; Sponsor - General Mills; Agency - Knox Reeves, Minneapolis.

March 29 The Clock departs from WNBT to E&MW Nets; 8:30-9pm Wednesdays; dramatic mystery show loses sponsor and departs; Sponsor - Lever Bros. for Lux, Spry, Pepsodent; Agency - J.Walter Thompson.

April 2 This Is Show Business; from WCBS-TV to E&MW Nets; 7:30-8pm Sundays; changes sponsor; Lucky Strike thru BBD&O replaces Crosley thru Benton & Bowles; signed for 13 weeks.

April 3 Silver Theater; from WCBS-TV to E&MW Nets; 8-8:30pm Mondays; next 13 weeks to be shown on film made by Jerry Fairbanks, Hollywood; Sponsor - International Silver Company; Agency - Young & Rubicam; Producer-Director - Frank Telford, Y&R.

April 5 Joyce Matthews Show (originally scheduled for March 22) debuts on WCBS-TV local; 11-11:30pm Wednesdays; actress (Berle's ex-wife) interviews celebrity guests; Sponsor - Sunset Appliance Stores; Agency - Arnold Cohan.

April 5 Abe Burrows Almanac; from WCBS-TV to E&MW Nets; 9-9:30pm every-other-Wednesday, starting this date; will alternate with unannounced show for Toni Company; Agency - Foote, Cone & Belding.

April 9 Super Circus; from WENR-TV Chicago to E&MW Nets; 5-6pm Sundays; effective this date, 5-5:30pm segment sponsored by Canada Dry Ginger Ale thru J.M. Mathes will go to 17 Sta live & 8 kinesc; now going to 15 Sta live.

April 9 Bob Hope Easter Show; from WNBT to 28 Sta NBC E&MW Nets; 5:30-7pm Sunday; one-shot stars MC Bob Hope in first television appearance; with guest artists and entertainers; Sponsor - Frigidaire; Agency - Foote, Cone & Belding; talent costs reported at $65,000 & time costs at $35,000.

NEXT WEEK - Our listing of Packages Available. Subscribers are invited to submit the details on 3 of their packages - including format, length, price, etc. Please mail to ROSS REPORTS,551 Fifth Avenue, New York 17 so that we receive the information by WEDNESDAY AFTERNOON or THURSDAY MORNING.

OUR MARCH MONTHLY - will feature our revised Program Cost Survey with Budget Breakdowns.

Briefs From The Trade And General Press

PROGRESS REPORTS FROM NBC's McCONNELL - In a speech read for him at the Chicago Television Convention, Joseph H. McConnell, president of NBC, said that in the last 3 years the area covered by television had broadened to include 60% of the nation's population...and this group accounts for 2/3 of the nation's retail sales. TV families increased from 16,500 to almost 4,000,000, and advertisers have jumped from 43 to over 2300. There were 6 stations at the beginning of 1947 as against 98 today while 346 applications go begging before the FCC and a potential 1000 more await UHF bands. (Radio Daily).

FIGURES ON SET SALES - The Radio Manufacturers Association, which represents between 80-85% of its industry, states that 3,182,581 video sets were sent to distributors in 50 areas by the end of 1949. It portrays a trend toward the larger screens, pointing out that tubes 12 inches or larger constituted over 90% of January shipments....and that 12 to 13.9 inch tubes accounted for more than 60% of the total. Meanwhile, Macy's instituted a large-scale promotion via ads in newspapers and personal appearances at the store to do over $250,000 business in set sales in the past week. The campaign continues through March 18th.

VIEWING BY NON-TV SET OWNERS IS HIGH - The American Research Bureau, which left diaries in 1000 Washington homes which do not boast TV sets, has announced that 13% of this group view television regularly each week for an average of 3.4 hours. This adds some 25% to the number of recorded viewers in the nation's capitol. Most see TV at neighbors' homes, restaurants, clubs and dealers' showrooms, in that order. The same survey showed 18.8 hours of viewing by set owners weekly. NBC's Hugh Beville adds to these figures the claim that 20 million people watch television and that 40% of these are not set owners or part of set owning families.

INDUSTRIAL COLOR & B&W TELEVISION - The past week's I.R.E. exhibit in New York brought to light both a closed circuit color system by DuMont and a black and white RCA closed circuit system - both designed for industrial usage. The latter features a camera no larger than a standard 16mm camera. The DuMont color proved to be an adaptation of the CBS mechanical mixing process using an 18 megacycle band and available at $20,000 per unit.....also this past week, Technicolor, Inc. of Hollywood announced that it had bought the patent to a TV color system that utilizes a single video tube, with 3 color beams directed at a phosphor screen which fuses the beams into natural color. Technicolor plans to spend $500,000 on researching its electronic system which, it feels, will be the most practical converter of black and white to color.

KID VIEWING MATCHES TIME IN SCHOOL -- Remarkable figures announced in a Stamford Junior High survey of children's viewing habits reveal that 78% of the school's kids spend almost as much time viewing television (27 hours per week) as they do in school (27 hours 55 minutes)....74% of the kids between 11-15 choose their own programs; 50% of the students in school had sets in their homes; 29% regularly viewed TV in the homes of friends. They like Berle, Toast of the Town, and Six-Gun Playhouse in that order (Today's Advertiser-Radio Daily).

HOOPER'S INTERESTING TV-RADIO PENETRATION FIGURES - December-January ratings by Hooper's new comparative rating service have Baltimore's TV audience as 46.1% of the combined radio-television audience in that city; Philadelphia has 43.8% viewing TV; New York has 43.1% (Bklyn is over 50%); and Washington has 40.1% of its combined audience watching Television. Between 6-11 pm on Tuesdays, WNBT alone has 25.2% of the entire NYC broadcasting audience.

PROGRAM	NET	TIME	GUESTS
		SATURDAY MARCH 11	
Cavalcade Of Stars	DuM	9-10pm	Janet Blair, Shandra Kaly Dancers, Robert Scheerer, dancer; Maurice Rocco, pianist
Ed Wynn Show	CBS	9-9:30pm	Elsa Lanchester, Reginald Gardner
Hollywood Screen Test	ABC	7:30-8pm	Donald Curtis, lead; Bob Kennedy, Nikkide Metz, Grace Kelley, tests
Saturday Night Revue	NBC	8-10:30pm	Rex Harrison, guest MC; Cab Calloway, Marie MacDonald
		SUNDAY MARCH 12	
Celebrity Time	ABC	10-10:30pm	Ethel Smith, Mel Torme
Colgate Theater	NBC	8:30-9pm	Always A Knife In The Back by George Bradshaw; adapted by Doris Frankel; with Vicki Cummings, John Drew Devereaux, Blair Davies, June Dayton, John Regan, John Kane
Goodyear-Whiteman Revue	ABC	7-7:30pm	Mary McCarty, Teresa Brewer, singer; Joan Holloway, dancer
Leave It To The Girls	NBC	8:30-9pm	Frank Farrell, columnist; Faye Emerson, Dorothy Kilgallen, Eloise McElhone
Philco Playhouse	NBC	9-10pm	The Uncertain Molly Collicut by Booth Tarkington; adapted by William Kendall Clarke; with Lilli Palmer, Philip Bourneuf, Jane Hoffman, John Stephen, Kathryn Grill
Say It With Acting	NBC	6:30-7pm	Mr. Roberts vs. The Velvet Glove
Supper Club	NBC	8-8:30pm	Gertrude Niesen, Wally Cox
This Is Show Business	CBS	7:30-8pm	Gypsy Rose Lee, guest panelist; Robert Merrill, Johnny Mack, novelty act; Paul and Grace Hartman
Toast Of The Town	CBS	8-9pm	The Inkspots, Don Cornell, singer; Jack E. Leonard, comic; Rinauld & Rudy, acrobats; Liberto & Gorski, acrobats; Sharkey, the Trained Seal; Ted & Flo, novelty act
		MONDAY MARCH 13	
A.Godfrey's Talent Scouts	CBS	8:30-9pm	Fred Kendall, tenor; Marcella Briggs, pianist; Ronald Rogers, baritone; The Swantones, vocal-instrumental quintet

PROGRAM	NET	TIME	GUESTS
			MONDAY MARCH 13
Chevrolet Tele-Theater	NBC	8-8:30pm	The Man Who Ordered Apple Pie by Guy de Vry; with Guy Kibbee, Cal Thomas, Roy Fant, Eva Condon, Royal Dano, Virginia Sales, Margaret Irving, Winfield Hoeny
Faye Emerson Show	CBS	11-11:15pm	Brock Pemberton, Kyle McDonnell
Lights Out	NBC	9-9:30pm	The Emerald Lavalier by Douglass Parkhirst; with Felicia Montealagre, Theodore Newton, Madeline Clive, Edwin Cooper, Nick Saunders
Mohawk Showroom	NBC	7:30-7:45pm	Whispering Jack Smith
Okay Mother	DuM	1-1:30pm	Mrs. Desmond Fitzgerald, the Wiltwyck School
Silver Theater	CBS	8-8:30pm	Quiet Neighborhood by Pert Kelton & Ralph Bell; with Nancy Coleman, Robert Smith, Bernard Kates, Jonathan Marlowe, Virginia Girvin, Ann Follmann
Studio One	CBS	10-11pm	The Dusty Godmother by Michael Foster;adapted by Thomas Sugrue; with Mary Sinclair, McDonald Carey, Richard Purdy, Laura Webber, Joseph Boland, Cliff Hall, Francis Williams
Lucky Strike Theater	NBC	9:30-10:30pm	The Egg and I by Betty MacDonald; adapted by Irving Gaynor Neiman; with Barry Nelson, June Havoc, Ann Shoemaker, Vaughn Taylor, Myrtle Ferguson, Arthur Jarrett, Red Robin
Vanity Fair	CBS	4:30-5pm	Senator Jane Vialle, French Parliament, Nell B. Rose, rug expert
Who Said That	NBC		James Farley, Al Capp, Jinx Falkenburg
			TUESDAY MARCH 14
Cavalcade Of Bands	DuM	9-10pm	Lionel Hampton, Kitty Murray, singer;Stump & Stumpy, comics; Curly Hamner, dancer
Eloise Salutes The Stars	DuM	7:30-7:45	Una O'Connor, Hemsley Wedgewood, china mfgr.
Okay Mother	DuM	1-1:30pm	David Cole, actor & mother Daphne Cole
Opera Concert	WOR	8-8:30pm	Adelaide Bishop, soprano; John Brownley, baritone
Suspense	CBS	9:30-10pm	The Parcel by Alvin Sapinsley; with Conrad Janis, Ann Thomas, Royal Dano,Ray Walston
Texaco Star Theater	NBC	8-9pm	Georgie Price

PROGRAM	NET	TIME	GUESTS
		TUESDAY MARCH 14	
Vanity Fair	CBS	4:30-5pm	Cecil Beaton, designer; Pierre Balmain, couturier
		WEDNESDAY MARCH 15	
A.Godfrey and Friends	CBS	8-9pm	Morton Downey, Jack Carson, Bobby White, boy soprano
The Clock	NBC	8:30-9pm	What Makes A Murderer? written & adapted by Thomas W. Phipps; with Dennis Harrison, Parker McCormick, Susan Shaw, John O'Hare, Nick Dennis, Henry Sherwood, Joan Shay
Dinner At Sardi's	WOR	7:30-8pm	Eric Victor, Mike Mazurki, Thomas Gomez, Robert Alda
Kraft Theater	NBC	9-10pm	Ladies In Retirement by Edward Percy & Reginald Denham; adapted by Howard Lindsay; with Mildred Natwick, Jean Cameron, Marga Ann Deighton, Richard Newton, Brook Byron
Mohawk Showroom	NBC	7:30-7:45	Special Girl Scout Program
Okay Mother	DuM	1-1:30pm	Mrs. Louis S. Weiss, the Wiltwyck School
Vanity Fair	CBS	4:30-5pm	Toughy & Bill Bogash, Roller Derby Skaters; Barbara Fogg, accessories editor of Charm
		THURSDAY MARCH 16	
OKay Mother	DuM	1-1:30pm	
Vanity Fair	CBS	4:30-5pm	Dr.Charles Potter,D.D. & Dr.Lester Spier,MD
		FRIDAY MARCH 17	
The Play's The Thing (formerly Actors Studio)	CBS	9-10pm	The Pink Hussar by Ben Hecht; adapted by Doris Frankel & John C. Gibbs; with George Keane, Joseph Buloff, Leonore Aubert, E.G. Marshall, David Opotashu, Michael Visaroff, Richard Malek, Miriam Goldina,Walter Davis
Vanity Fair	CBS	4:30-5pm	Wanda Toscannini Horowitz,Claire McCardell, dress designer
Twenty Questions	WOR	8-8:30pm	Peter Donald
		SATURDAY MARCH 18	
Ken Murray Show	CBS	8-9pm	Simon Barere, pianist; Dorothy Shay, comedienne; Owen McGivney, quick-change artist

(This weekly feature is designed to serve as a clearing house for production techniques which have made those shows which we review outstanding in their categories.)

#15 - "THE BAT" - NBC TELEVISION OPERA

DATE REVIEWED - Monday March 6 - 9:30-10:30pm - from WNBT to E&M Nets; also 11 kinesc.

PRODUCER - Samuel Chotzinoff
MUSICAL & ARTISTIC DIR - Peter Adler,NBC
TV DIRECTOR - Charles Polacheck,NBC
ENGLISH LYRICS - Ruth & Thomas Martin
DIALOGUE - Ruth Martin & Larry Bolton
SETS - Paul Barnes,NBC
COSTUMES - Rose Bogdanoff,NBC
CHOREOGRAPHY - Lillian Moore
CAST: Ethel Barrymore Colt, Edward Kane, Joseph Mordino, Adelaide Bishop & others.

Hollywood has had its gangster, war and religious cycles, short-lived though they may be. Now television has placed its bid for "the cycle" with Television Opera.. CBS-TV with Opera Television Theater, NBC-TV with Opera Series and the WOR-TV Opera Concert - the public acceptance of which indicates that this cycle is here to stay.

The NBC Opera Series is presented once monthly for a full hour by the company's opera department under the supervision of Peter Herman Adler. He heads a staff, which is an independent producing unit, and works with producer Samuel Chotzinoff, opera expert and General Musical Director for NBC. The department officially took form in August of 1949, but actually produced television opera for NBC as early as 1948. This was the Christmas night telecast which featured three operatic selections, a ballet and a scene from Shakespeare. In early 1949, Adler presented a half hour version of "La Boheme" followed by Menotti's "Old Maid and the Thief" some five weeks later. It was these initial telecasts in English that paved the way for the formation of the NBC Opera Department. Their first production "Down In The Valley" took to the air last January 14th and received favorable press reviews. "Madam Butterfly" was telecast February 6th and came through with a NYC Pulse of 22.5.

Last Monday's opera, "The Bat," was telecast from WOR's West 67th Street Studios A and B, due to NBC's Monday night jam-up on studio space. Same problem comes up for Robert Montgomery's "Lucky Strike Theater" every-other-Monday, when WOR's studios, facilities and stage hands are again rented by NBC. Though the studios are large enough for any average television production, they offered strict limitations to the opera group.

The NBC Symphony Orchestra of 40 pieces was in Studio A with their conductor, Adler, standing in the open doorway watching the cast, cameras and technical personnel operate in Studio B. There were two complete sets, a parlor and a ball room, and two set inserts of a cell and the warden's office. Scattered about the studio were title card stands, prop tables, flats and the usual array of cables, cameras and cast members. Amid this maelstrom of men and machinery, "The Bat" emerged as a pleasant, entertaining hour. Its cast was most competent, and the English dialogue clever as well as understandable. Charles Polacheck's direction kept pace with the opera's broad comedy, providing a variety of movement and effective camera work.

PRODUCTION POLICY -- In recent years, opera in English has come more to the fore, with its rising popularity calling for better quality translations and an almost delicate taste in choosing the opera. Factors involved in the choice for television are: libretto - nothing heavy or tragic is used, emphasis is on the "opera

comique," classic operettas, and the light French opera; cast - no opera is used which would would call for large ensemble work, but rather the choice falls upon one which offers the intimacy required by television; score - one which can be cut to an hour and still retain continuity, musically and visually. The NBC Opera Department, in adapting an opera for television, keeps in mind that it is producing for the general public and not the opera lover. Their opera must become a show, telling a story in an interesting way.

SCORE AND LIBRETTO - When an opera has been chosen for production, the first problem encountered is translation. The staff is equipped to do the usual translation job, but in the case of "The Bat," the great amount of dialogue made it necessary for the work to be done outside the department. Since the visual aspect is a major consideration, a well-known aria or duet is often omitted to maintain the continuity. But dramatic music, which might not appear in concert version, is a vital part of the television opera production. The broad comedy format of "The Bat" allowed for a freedom of adaptation that might not be possible in an opera such as "Madam Butterfly" whose story line is not flexible.

DIRECTOR'S POLICY - Charles Polacheck, television director of the NBC Opera Series,has a radio, theatrical and television background, but does not claim to be a musical authority. He becomes thoroughly familiar with every opera with which he works, and through familiarity commits them to memory. The entire production, sets, costumes, stage movement, lighting, makeup, are developed from the dictates of the musical score. The director approaches an opera production in the very same manner he would approach a dramatic television production. The traditional "grand opera" style is gone and forgotten. Polacheck, who is with NBC on a free-lance basis, does point out one essential difference in "shooting" opera. The accepted method of "cutting" from camera-to-camera must be exact to the split second on a specific beat of a specific measure of music. The director has to be aware of who is singing so that his shots are well blended. The entire operation is influenced by the rhythm of the music, which actually dictates the time at which the picture must change.

CASTING - Unlike the average dramatic actor who may be cast for a television play two weeks before or even the day of production, the cast for a television opera is signed many months before. Bookings for singers are often made a year in advance so that the NBC staff is involved in an operation that requires long range planning. Principals in "The Bat" were signed last August.

PRODUCTION SCHEDULE - The entire four weeks between productions are utilized completely. Within three days after a telecast, a production meeting is held and a working schedule set up. The various department representatives receive their assignments, the director plans the staging and the principals begin their rehearsals. Each of them gets individual coaching by Adler or Herbert Grossman, the assistant conductor. The coaching continues through the second week when staging rehearsals begin. The opera is blocked out scene-by-scene as in a dramatic production. The third week calls for the addition of ensemble people, set construction and a preliminary orchestra rehearsal.

Final staging rehearsals are held daily during the fourth week with about ten hours devoted to camera and audio rehearsal. The studio is set up Saturday, dress rehearsal is Monday, 2-6pm, with a 3½ hour break for rest and last minute details.

ADDENDA - With only one more production scheduled for the near future, the series' producers are already looking forward to picking up a prestige-type sponsor for next Fall. Meanwhile, CBS-TV continues its series with an English translation of La Traviata this Sunday (12) and the WOR-TV Concert Series continues weekly.

ADVERTISING AGENCY PROFILE #7

MOSS ASSOCIATES

ADDRESS: 415 Lexington Avenue, New York 17, N.Y.....MUrray Hill 7-7377

TELEVISION DEPARTMENT: Ely Landau - Director of TV Charles Beckman - TV Copy
Katherine Greene - Assistant James Sullivan - Art & Visual

TV ACCOUNTS: Nat Paterson Motors; Jackson Motors; New York Technical Institute; Purified Down Products; Semca Swiss Clocks

"THE SMALLER AGENCY" -- Boiling it all down to a few words, the basic difference between the Behemoths and the "Smaller" Ad Agencies has always been the kind of jobs that they did for their respective accounts. The former does an Advertising job; the latter, a Selling job. To carry the definition further: in most cases, the agency giants carry national accounts who demand brand awareness and brand identification. These national clients all have their own advertising managers, do their own direct mail and point of sale work (or give it out to specialists). Their advertising is geared to sustain bulk sales.....clients of the "smaller agencies", on the other hand, very often do not even have their own ad manager. They call upon their agency for what amounts to a Merchandising campaign - direct mail, point of sale display, mail order.....all kinds of actual sales work! The "smaller agencies" boast of lower volume national advertisers as well as local clients, but in all cases they work with advertising in terms of sales rather than as a higher form of technical art.

THE EFFECT OF TELEVISION -- To these recognized concepts, Television brought a stunning realization that here indeed is a medium not of Advertising but of Selling. Network executives such as Du'Mont's Mortimer Loewi, NBC's Joseph H. McConnell and many others have been quoted to this effect. In the past week, McConnell stated that "with sight and motion, television attracts and holds attention. It dramatizes services. It brings products into the homes of consumers when they are gathered together in the family purchasing unit, giving the advertiser's message their undivided attention". Commander Loewi's favorite expression is: "Television displays; it demonstrates; it sells". Success stories galore seem to substantiate the thesis that television is actually a salesman in the home, who can practically wrap up an order.

Does the "smaller agency" thereby have the edge over the colossus in capitalizing on television's unparallelled qualities? Most "smaller agencies", at least, think so. One in particular, Moss Associates of New York City, has some quite definite arguments in the affirmative.

Organized some 13 years ago, this agency has had little or no radio experience. It does have extensive experience in magazine and newspaper work, as well as mail order, point of sale and direct mail. And it has a very active Television department that is one year old. Just like its larger compatriots, Moss has had difficulties with time availabilities and high programming costs. But Moss is firm in the belief that the networks and the big agencies have not seen fit to help many of their clients over these hurdles or even to an understanding of them. Most larger agencies will dispute this, but many will allow that they have not been too anxious to shoulder the additional weight of merchandising services. Moss contends that the smaller agencies - used to that kind of an operation - may offer the answer, not only to local advertisers who always relied on that kind of service, but also to national operators who find that television has forced them to demand that kind of service. Moss believes that the large-scale pattern of broadcast advertising will have to change to suit the direct sale pattern of the small advertiser, who may become the backbone of the television industry.

HERE'S HOW MOSS has increased its total billings by 100% through television. Believing that effective merchandising is essential to every television campaign, Ely Landau, the agency's Television Director, plans a complete program of promotion, publicity, trade paper advertising, direct mail, point-of-sale display, sales staff education....every possible facet to bring clients a net profit.

During a two month spot campaign on five New York TV stations for Semca Swiss Clocks, two one-minute live action films made by Hartley Productions were shown five times weekly. The agency sent announcement bulletins to salesmen, letters to department store buyers and wholesalers within 50 miles of the metropolitan area; postal reply cards were enclosed to facilitate ordering of envelope enclosures, advertising mats and display matter. All clock shipments by the company bore the notation: "As Advertised on Television".

Moss gave national impact to a local venture. The commercials were produced as open-end films so that Moss could offer them to retailers all over the country at no cost to them and with 5 seconds at the end for a personal plug. Letters to all television station managers urged them to interest local dealers in the film spots. A jewelry trade magazine spread was used to support the campaign.....Result - over 150 requests have been received for the films and promotional material; 25% of the station sales managers requested prints to show to local retailers; the postal reply cards opened up new accounts for wholesalers, and retailers'stocks were way up, higher even than in 1948, with the items advertised on television. Cost to Semca for this national advertising - only the extra prints.

THE NAT PATERSON - JACKSON MOTORS STORY is an amazing one, considering that Moss sold two local DeSoto dealers - actually competitors in their neighboring towns of Jackson Heights and Ozone Park, Long Island - on the adviseability and practicality of combining their television advertising to the advantage of both.....even splitting the costs of the film commercials, which were four one-minute animated jingles made by Ted Nemeth plugging the services of both companies. Nat Paterson had been indoctrinated via one-minute spots a year ago, but in November the two concerns took over NYC co-op sponsorship of Saturday Wrestling over DuMont, by remote from Chicago. At a cost of less than $2000, the friendly enemies picked up the tab for the first hour and a half of this sports evening. Moss filled in sponsorship of the second hour with another account - the New York Technical Institute.

To individualize the advertising, the agency adopted a theme for the respective repair and other services and called it Road-erizing. Direct mail and point-of-sale material support this theme. The commercials employ only eight pieces of basic art work against a moving panoramic background. To provide variety, the pieces were intermixed and the direction of movement changed. Cost was under $1500.....Results - After the initial Road-erizing commercial, one of the dealers received 19 calls; the other, 26. Each call represented $7.95 for the service. The companies used no other advertising, so that all sales could be directly attributed to television. Landau of Moss Associates estimated that his clients'time costs are something like 20 cents per 1000 messages delivered.

THE RAPID GROWTH IN NUMBER of such direct selling programs and techniques - both in smaller markets and in the New York City area too - is illustrated by the blossoming of such as Market Melodies - ABC; Television Shopper - DuMont; Vanity Fair - CBS; and many other similar efforts. To the credit of Moss Associates, it has been among the first to show the way for less aggressive agencies - large and small. Next step - winning over even larger accounts to the same pattern of operation, and Moss claims that some of these accounts are already knocking at their door.

Ross Reports

ON TELEVISION PROGRAMMING

DEPARTMENT HEADS & PERSONNEL AT TOP TV AD AGENCIES

This list was compiled by a personal check of all agencies carried. We apologize to those agencies or people who have been overlooked, but in many cases this was due to either a lack of cooperation on their part or a failure to show up in our records as being active in TV. All agencies listed are main or branch offices in New York City. We will supplement this list if necessary.

Adair & Director - 527 Fifth Avenue - MU 7-3669
Murray Director - Partner
Marvin Robbins-Program Development

Anderson, Davis & Platte - 50 Rockefeller Plaza - PL 7-2300
Victor Seydel- Director,Radio & TV
Donald Foote - Radio, TV Research
Vera Jane Muenzer-TV Time Buyer

N.W. Ayer - 30 Rockefeller Plaza - CI 6-0200
James Hanna-VP, Radio & TV
Thomas McDermott-Time,Radio&TV Mgr.
Edgar Sisson, Radio,TV Production
David Gudebrod- Motion Pictures
Phil Young-Radio & TV Copy
Don McClure-TV Production
Anne Bachner-Asst. to Mr. McClure

Badger, Browning & Hersey - 30 Rockefeller Plaza - CI 7-3719
Jack Wilcher-Director of TV
Edward Whitley-TV Time

Ted Bates - 630 Fifth Avenue - CI 6-9700
Thomas F. Harrington-Partner,VP Rad,TV
Jay Clark-Dept.Head,Radio & TV
Allan Dingwall-Asst.to Mr. Clark

Batten, Barton, Durstine & Osborne - 383 Madison Avenue - EL 5 -5800
C.H.Brower-Exec VP Creative Services
Arthur Pryor Jr-VP,Radio & TV
Herb West-Head, TV Department
James Bealle-New Programs
Hugh Rogers-TV Production
John Thomas-TV Account Service
Tom Wright-TV Film
Robert Foreman-TV Commercials
Frank Silvernail-Time Buyer
Mrs. Theadora Anderson-TV Research
William Maloney-TV Publicity

Benton & Bowles - 444 Madison Avenue - MU 8-1100
Walter Craig-VP, Radio & TV
Herb Leder-Director of TV
William Vallee-Technical Dir. of TV
Hoyt Allen-Director
Oliver Barbour-Director
Charles Fisher-Director

Bermingham, Castleman & Pierce - 136 East 38th street - LE 2-7550
John McNeil-Director of TV

Biow - 9 Rockefeller Plaza - PL 7-4100
Tom Revere-Head, Radio & TV
Arthur Napoleon-Producer,Radio & TV
Frank Higgins-Program Supervisor
Lucille Webster-Talent
John E. Kucera-Radio & TV Time Buyer

Bobley - 9 West 57th street - PL 9-7272 .
Edward Bobley-Director of TV
Max Levin-Asst.Dir of TV

Blaine-Thompson - 234 West 44th street - LO 4-0800
Marlo Lewis-VP, Radio & TV

Brisacher-Wheeler & Staff - 140 East 39th street - OR 9-4960
Arthur Wise-TV Production
Darrell McCain-TV Time Buyer

Brooke, Smith, French & Dorrance - 52 Vanderbilt Avenue - MU 6-1800
Thayer Ridgway-Exec VP,New York
Harry Pengel-VP & Media Director

Franklin Bruck - 1270 Sixth Avenue - CI 7-7660
M.H. Kleinfeld-Director of TV
Stan Lee-Director of TV Production

Buchanan - 1501 Broadway - BR 9-7900
William Smith-Director of TV

Leo Burnett - 743 Fifth Avenue - PL 9-7552
William J. McIlvain-Director of TV(NY)

Calkins & Holden, Carlock, McClinton & Smith - 247 Park Avenue - PL 5-6900
Harold McClinton-Partner
Walter Lurie-Dir, Radio & TV

Campbell-Ewald - 1 East 57th street - MU 8-3190
Winslow H. Case-Senior VP, Radio & TV
Leo M. Langlois-Dir of TV Productions
Tom Hanlon-Dir of TV Remotes
Robert H. Crooker Jr-Head TV Time Buyer
Alice Polver-Program Supervisor
William Ballinger-Program Super
John Coleman-Program Supervisor
Don Tompkins-TV Commercials

Cayton - 350 Fifth Avenue - BR 9-0390
Allan Black-Director of TV
Margaret Eaton-Asst.to Mr. Black

Cecil & Presbrey - 247 Park Avenue - PL 5-8200
George Foley-Director of TV
Joseph Lemneck-TV Art & Production Dir
David McAneny-Radio,TV Copy
Patricia Will-TV Casting

Arnold Cohan - 101 West 55th street - PL 7-7730
Arnold Cohan
Eileen Dolen-Asst.to Mr. Cohan

Compton - 630 Fifth Avenue - CI 6-2800
Lewis Titterton-VP, Radio & TV
Brewster Morgan-Mgr,TV Program Division
Lloyd Durant,Mgr.TV Commercial Div
Ted Bell-New Programs

Cunningham & Walsh - 40 East 34th street - MU 3-4900
William Reydel-VP
R.R. Newell-VP
Jim Manilla-Dir, TV Department
Kenneth Vincent-TV Art Director

Dancer-Fitzgerald-Sample - 347 Madison Avenue - OR 9-0600
Adrian Samish, VP
Lester Vail-Gen'l Asst.to Mr. Samish
Storrs Haynes-Gen asst to Mr Samish
Erline Wallace- " " "

D'Arcy -515 Madison Avenue - PL 8-2600
Paul Louis-Dir of Radio & TV
Marek Windheim-TV asst.to Mr. Louis

Doherty, Clifford & Shenfield - 350 Fifth Avenue - BR 9-0445
Chester MacCracken-VP, Radio & TV
Rodney Albright
Helen Wilbur-Radio, TV Time Buyer

Donahue & Coe - 1270 Sixth Avenue - CO 5-4252
A.Carl Rigrod-Dir of Mot Pict, Radio&TV
Evelyn Jones-Time Buyer,Radio & TV

Duane Jones - 570 Lexington Avenue - PL 3-4848
Reggie Schuebel-Dir of Radio & TV

Ellington - 535 Fifth Avenue - MU 7-4300
Hal James-Dir of Radio & TV
Dan Kane-Time Buyer,Radio & TV

William Esty - 100 East 42nd street - MU 5-1900
Kendall Foster-VP, Dir of TV
Samuel H. Northcross-Dept. Manager
W.G.Martin-Net & Station Relations
Stanley A.Lomas-Production Chief
William Stuart-Editor
Max Wylie-Editor
Catherine Zanthos-TV Dept co-ord.
Charles Russell-Producer
Charles Campbell-Casting Dir
Melville Burke-Director

Federal - 385 Madison Avenue - MU 8-4200
Francis C. Barton Jr-VP, Radio & TV
George Burbach Jr-Asst to Mr.Barton,TV
Penelope Simmons-Time Buyer,Radio,TV

Foote, Cone & Belding - 247 Park Avenue - PL 5-6600
Roger Pryor-Dir of TV
George Wolf-Asst to Mr. Pryor
Lillian Selb-Time Buyer,Radio & TV

Gardner - 9 Rockefeller Plaza - CO 5-2000
Roland Martini-VP, Dir Radio & TV

Getschal & Richard - 49 East 51st street - PL 9-1332
Budd Getschal
Richard Ash

Geyer, Newell & Ganger - 745 Fifth Avenue - PL 5-5400
Frederick A. Long-Dir, Radio & TV
George Zachary-Assoc Dir,Radio & TV

Gibraltar - 17 East 45th street - MU 7-7896
Charles Basch-Dir of TV
Frances Scott-Producer

Grant - 350 Fifth Avenue - BR 9-6100
Samuel Gallu-Dir of TV

N.C. Greenfield - 570 Seventh Avenue - LO 4-4464
N.C. Greenfield

Grey - 166 West 32nd street - CH 4-3900
John M. Wyatt-Dir of Radio,TV,Mot Pic
Joseph Bailey-Manager
Barbara Jones-Super, New Programs

Hewitt, Ogilvy, Benson & Mather - 345 Madison Avenue - MU 9-2510
Louis Ergmann-Dir of TV

Hicks & Greist - 420 Lexington - MU 3-9135
Peter Krug-Dir of TV

Huber Hoge - 699 Madison Avenue - TR 9-0800
Jack Munhall-Dir of TV
William Riley-Asst Dir of TV

Charles Hoyt - 551 Fifth Avenue - MU 2-2000
W.P. Smith-Dir of Radio & TV

Hutchins - 16 West 46th street - PL 7-8526
H.Pierson Mapes-VP, Radio & TV
Eugene Schiess-Asst to Mr Mapes
Ira Skutch-Producer
Andrew McCullough-Commercial Copy

Kastor, Farrell, Chesley & Clifford - 274 Madison Avenue - OR 9-4440
Jack Peters-VP & Media Dir
Jules Bundgus-Dir of Radio & TV

Kenyon & Eckhardt - 247 Park Avenue - PL 3-0700
William Chalmers-VP, Radio & TV
Sylvan Taplinger-Talent,Prog Buyer,Rad,TV
Garth Montgomery-Dir of TV
Winston O'Keefe-Producer
Allan Ducovny-Producer
Donald Maggini-Mgr, Film Department
Thomas K.Carpenter- Mgr Commercials
Philip C. Kenney- TV Time Buyer
Marc Daniels- Director

Klores & Carter - 129 West 52nd street - PL 7-6860
Harry Carter- President, Dir of TV
Bernard Glasgow- TV Art Dir

Kudner - 630 Fifth Avenue - CI 6-3200
Myron Kirk- VP, Radio & TV
Frank Harting- Asst to Mr. Kirk
Mickey Alpert- Casting
Edmund Cashman- Producer
Edward Sutherland- Producer-Dir
Bunny Coughlin - Producer-Director
Hugh Brown - Producer-Director
Frank Burns - Producer-Director

C. J. LaRoche - 247 Park Avenue - PL 5-7711
Ellis Sard- Director of TV
Sally S. Mansfield - TV Time Buyer

Al Paul Lefton - 521 Fifth Avenue - VA 6-4340
Edwin S. Friendly Jr - Dir of Radio & TV

Lennen & Mitchell - 17 East 45th street - MU 2-9170
Nicholas E. Keesely - VP, Radio & TV
Larry Holcomb - TV Production
Clark Agnew - TV Art Director
Pete Keveson - VP, Radio,TV Copy
Frank Daniel - Time Buyer,Radio & TV
Bernard McDermott - Traffic Mgr

Marschalk & Pratt - 535 Fifth Avenue - VA 6-2022
Edward J. Whitehead - Director of TV

J. M. Mathes - 122 East 42nd street - LE 2-7450
Read H. Wight - Director of Radio & TV
Edna S. Cathcart - TV Time
Anne Moore - Motion Picture

Maxon - 12 East 53rd street - PL 9-7676
S.James Andrews-Asst to President
Preston Pumphrey - Director of TV

McCann - Erickson - 50 Rockefeller Plaza - JU 6-3400
Thomas Lane - VP, Radio & TV
Lee Cooley - Director of TV
Charles Wolfe - Radio & TV Copy
Frank Bibas - Dir of Motion Pictures
William Duffy - TV Art Dir
Frances Harris-Program Ideas,Talent

Emil Mogul - 250 West 57th Street - CO 5-2482
Rae Elbroch - Director of TV

Moore & Hamm - 7 East 35th Street - OR 9-4100
Franklyn W. Dyson - Director of TV
Rosita Seale - TV Time Buyer

Moss Associates - 415 Lexington Avenue - MU 7-7277
Ely Landau - Director of TV
Katherine Greene - Asst to the Dir

Paris & Peart - 370 Lexington Avenue - MU 9-2424
Paul Danielson - Director of TV
Edward Baczewski - Time Buyer

Peck - 400 Madison Avenue - PL 3-0900
Arthur Daly - Director of TV
Donald Blauhut - Program Supervisor

Pedlar & Ryan - 250 Park Avenue - PL 5-1500
Wilfred Roberts - Director of Radio & TV

Philbin, Brandon & Sargent - 277 Park Avenue - PL 3-8110
Ewing R. Philbin Jr-Pres. & Research Dir
C.R.Gibson - Merchandising
C.D.Sargent-VP & Creative Supervisor
Robert Cuddy-Programming, New Progs
A.D.Coan - Time Buyer, Production

Product Advertising Corp - 215 Fourth Avenue - OR 7-2552
Milton Douglas - Director of TV
Bon Piermont - TV Casting Director

Fletcher D. Richards - 10 Rockefeller Plaza - JU 6-5400
John S. Davidson - VP, Radio & TV
Tom Hicks -Radio & TV Program Dir

Arthur Rosenberg - 570 Seventh Avenue - CH 4-4420
Robert Kirschbaum - Director of TV

Ruthrauff & Ryan - 405 Lexington Avenue - MU 6-6400
Wilson Tuttle - VP, Radio & TV
Grant Y. Flynn - Director of TV

State Advertising Service - 116 Flatbush Avenue - UL 5-4629
Manuel Laub - Director of TV

Sternfield - Godley - 280 Broadway - BA 7-3030
Samuel I. Godley - Partner

Sullivan, Stauffer, Colwell & Bayles - 437 Fifth Avenue - OR 9-2500
Phillip H. Cohen - VP, Radio & TV
Thomas Veitor - Producer
Richard R. Uhl - Director of TV

J.D. Tarcher - 630 Fifth Avenue - CI 6-2626
Robert W. Kelly - Director of Radio & TV

J. Walter Thompson - 420 Lexington Avenue - MU 3-2000
John U. Reber - VP, Radio & TV
Virginia Spragle - Talent Buyer
Linnea Nelson - Radio & TV Time Buyer

Warwick & Legler - 230 Park Avenue - MU 6-8585
Tevis Huhn - Director of TV
Don Gibbs - Program Supervisor

William H. Weintraub - 30 Rockefeller Plaza - CI 7-4282
Noran A. Kersta -VP, Radio & TV
William Weintraub Jr - Director
George Gannon - Radio & TV Production
Charles Lewin - Director

Weiss & Geller - 400 Madison Avenue - PL 3-4070
Ernest Byfield Jr - Director of TV

Young & Rubicam - 285 Madison Avenue - MU 9-5000
Everard Mead - VP & Dir of Radio & TV
Roland Gillette - VP, Radio & TV Prod
Rod Erickson - Mgr, Radio & TV
John Swayze - Radio & TV Commercials
William H. Brown Jr - Director
Ed Duerr - Supervisor
Robert Leadley - Director
David Levey - Supervisor
Karl Schullinger - Supervisor
Dan Seymour - Supervisor - Editor
James Sheldon - Producer-Director
Beverly Smith - Director
Lee Strahorn - Supervisor-Producer
Frank Telford - Producer-Director
Preston Wood - Director

PUBLISHER'S NOTES

A VISIT TO THE I.R.E. EXHIBIT AT GRAND CENTRAL PALACE paid off three-ways for this observer. Although the RCA demonstration of its Black & White closed circuit system with camera no larger than a 16mm film job was of interest, it must be confessed that the DuMont exhibit of closed circuit color stole the show....The experts may demand more true color - especially of whites and blues - from the system, but this adaptation of the CBS mechanical color wheel certainly seemed developed enough for most industrial usage. And yes, the crowd watching the demonstration seemed far from disappointed with the fidelity of the color. There seemed little doubt but that they would welcome transmitted color of the same quality.....we were intrigued, however, by a third exhibit on the floor: that of the GENERAL PRECISION LABORATORIES, which has just announced a new line of camera and video projection equipment worthy of note. Passing over the 16mm projector and synchronic telecasting projector that is suitable for large-screen theater projection and the like, we were most interested in the off-tube recording sytem that Precision has developed. As far as we know, it's the first independent firm - outside of the networks and Paramount - to develop and distribute such a recording system. The firm feels that it has a market for its $20,000 system among the stations and other industry principals. Its headquarters are in Pleasantville, New York; Telephone - Pleasantville 2-2000; and you can ask for Frank Gillette if interested. We tried to talk Mr. Gillette into opening a show case for his equipment in New York, and at the same time make his facilities available for recording Independent Producer packages.

THE SPACE PROBLEM OF THE NETWORKS was highlighted again this past week by two announcements: one, that NBC has leased 76,000 square feet of TV storage space for props, sets, etc. in west midtown New York. Secondly, that CBS was moving its KTTV Hollywood outlet to the Nassour lot out there, where it could have more operating room.....ABC's recent report which highlighted its tremendous capital investments in plant space in New York, Hollywood and the midwest becomes more and more a sensible thing when considered in the light of possible future space requirements. Those trucking bills alone can become a financial headache.

BRIEFS - DuMont's press agent, Dave Alber, earned a feather for his hat by scooping even his own network's officials with his color story last Friday. All subsequent announcements of the RCA closed circuit system were forced to begin: "close on the heels of DuMont's closed circuit color demonstration....." The Paramount Network now numbers about 25 stations for its filmed programs originating at KTLA. Latest station to join the ranks receiving "Time For Beany" etc. is WFIL-TV Philadelphia..... New CBS-TV Program Sales Chief is Tom Connolly....WNBT is now selling 8 second spots at $200 each in "A" time breaks.....My, what that Saturday Night Revue has done to competing Hoopers - NBC: 35.3 average; Ken Murray: 11.7; Ed Wynn: 7.9; "Stars": 10.5.

Ross Reports

ON TELEVISION PROGRAMMING

A PERSONAL NOTE TO MY SUBSCRIBERS

Dear Friends -

By this time, you are probably aware that I have accepted a position with World Video, Inc. as Director of Sales. In this post, I will try to assume responsibility for the activities conducted until now by Henry White, World Video president, who is joining CBS as Associate Director of Television Programs.

I regard this move as a great opportunity to put into effect many of the theories that I have been nursing as a result of the very close proximity to television programming I have enjoyed during the past year and a half. Working with the firm's new president, Richard Gordon Jr., I have hopes of helping to make the position of all independent packagers a strong one, and if World Video can show the way and even help other packagers toward this goal, I shall have succeeded in one respect.

BUT I HASTEN TO ASSURE YOU THAT THE ROSS REPORTS ARE JUST STARTING TO ROLL. Yes, the weekly Programming Reports will continue....our new Commercials Service will publish its first issue at the very beginning of April.....and our Talent Service is currently being researched. I am proud of the place the ROSS REPORTS have built for themselves in television activities and I am confident that the staff I have appointed to continue their active operation will build successfully upon the foundations....in the same objective, carefully researched, constantly ambitious manner. May I introduce to you GERSON MILLER, former editor of Telecast Magazine, our new Editorial Director; ROBERT ESTES, formerly of WMGM, our new Business & Advertising Manager; and ELWOOD MILLS DOUDT, researcher for our Commercials Survey. Of course, Henry Colman continues as Editor and Nicholas Gordon as Programming researcher.

Obviously, since I intend to devote myself to World Video activities, I intrust you to the care of this qualified, experienced group. And I do hope you will get in the habit of calling on them as you did on me. Of course, I retain control of the organization and plan to keep a close supervisory watch upon all the work. These efforts will be completely disassociated from World Video, and I warrant you in all sincerity that ROSS REPORTS as an entity of its own is completely independent of any outside influences. Its whole purpose is to service you - with accurate surveys of trends, lists of the right contacts, news of programming, commercials, talent and costs developments,and whatever other information we can give you.

World Video and Ross Reports can independently continue as integral parts of this industry. There is a vital need for both.

Thank you for your continued and unsolicited compliments on the work we are doing. I am sure you will have much more cause for satisfaction.

And I do solicit your good wishes for success in this new undertaking.

Cordially yours,

Wally Ross